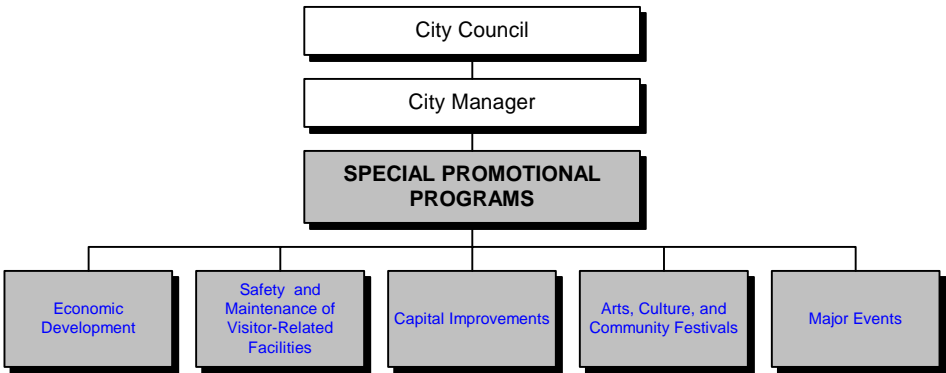


Special Promotional Programs

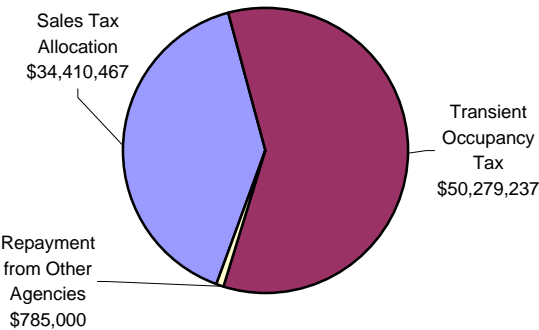
mission statement

The purpose of Transient Occupancy Tax (TOT) is to advance the City’s economic health by promoting the City of San Diego as a visitor destination in the national and international marketplace; support programs that increase hotel occupancy and attract industry resulting in the generation of TOT and other revenue; develop, enhance and maintain visitor-related facilities and support the City’s cultural amenities and natural attractions.

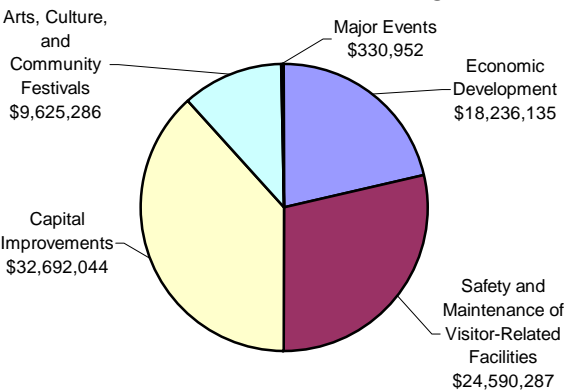
web address: <http://www.ci.san-diego.ca.us/>



source of funding



allocation of funding



Special Promotional Programs

special promotional programs department summary			
	FY 1999 ACTUAL	FY 2000 BUDGET	FY 2001 PROPOSED
Positions	9.00	9.00	8.00
Personnel Expense	\$ 755,330	\$ 642,900	\$ 594,831
Non-Personnel Expense	62,184,726	79,928,615	84,879,873
TOTAL	\$ 62,940,056	\$ 80,571,515	\$ 85,474,704

	FY 1999 ACTUAL	FY 2000 BUDGET	FY 2001 PROPOSED
department staffing			
TRANSIENT OCCUPANCY TAX FUND			
Safety and Maint of Visitor-Related Fac	1.00	1.00	1.00
Arts, Culture, and Community Festivals	8.00	8.00	7.00
TOTAL	9.00	9.00	8.00
department expenditures			
TRANSIENT OCCUPANCY TAX FUND			
Economic Development	\$ 14,846,787	\$ 17,640,979	\$ 18,236,135
Safety and Maint of Visitor-Related Fac	23,804,337	24,193,116	24,590,287
Capital Improvements	16,130,453	29,209,920	32,692,044
Arts, Culture, and Community Festivals	7,897,229	9,210,800	9,625,286
Major Events	261,250	316,700	330,952
TOTAL	\$ 62,940,056	\$ 80,571,515	\$ 85,474,704

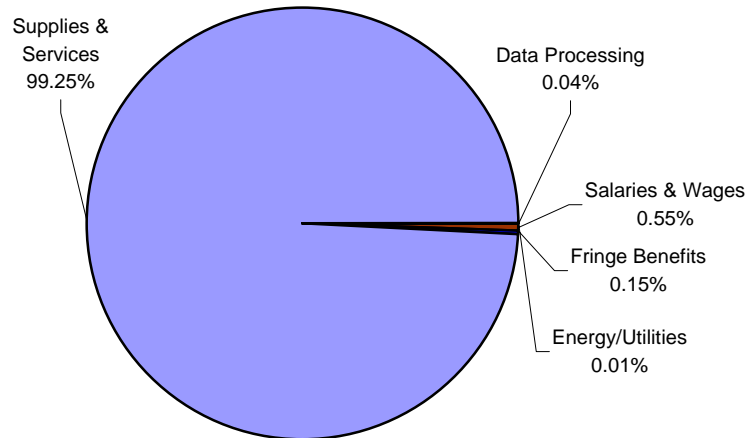
Special Promotional Programs

Transient Occupancy Tax Fund - 10220

expenditures by category

	FY 1999 ACTUAL	FY 2000 BUDGET	FY 2001 PROPOSED
PERSONNEL			
Salaries & Wages	\$ 597,963	\$ 501,111	\$ 465,282
Fringe Benefits	157,367	141,789	129,549
SUBTOTAL PERSONNEL	\$ 755,330	\$ 642,900	\$ 594,831
NON-PERSONNEL			
Supplies & Services	\$ 62,130,246	\$ 79,880,721	\$ 84,831,979
Data Processing	42,330	36,156	36,293
Energy/Utilities	10,234	10,738	10,601
Equipment Outlay	1,916	1,000	1,000
SUBTOTAL NON-PERSONNEL	\$ 62,184,726	\$ 79,928,615	\$ 84,879,873
TOTAL	\$ 62,940,056	\$ 80,571,515	\$ 85,474,704

FY 2001

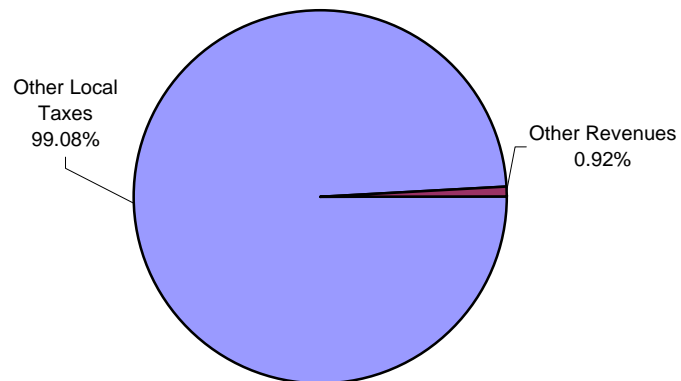


Special Promotional Programs

Transient Occupancy Tax Fund - 10220

revenue generated by category

	FY 1999 ACTUAL	FY 2000 BUDGET	FY 2001 PROPOSED
Other Local Taxes	\$ 62,367,583	\$ 79,786,515	\$ 84,689,704
Other Revenues	496,108	785,000	785,000
TOTAL	\$ 62,863,691	\$ 80,571,515	\$ 85,474,704



Special Promotional Programs

significant budget adjustments

	POSITIONS	COST
Capital Improvements	0.00	\$3,482,000
Economic Development	0.00	\$595,000
Arts, Culture, and Community Festivals		
Personnel expense adjustments ⁽¹⁾	0.00	\$33,000
Increase in funding available for organizations	0.00	\$448,000
Automated support for department and Citywide information systems	0.00	\$18,000
Reduction in staffing for administration	(1.00)	(\$85,000)
Safety and Maintenance of Visitor-Related Facilities	0.00	\$397,000
Major Events	0.00	\$14,000

⁽¹⁾Adjustments to reflect the annualization of the Fiscal Year 2000 salary increases, Fiscal Year 2001 negotiated salary increases, average salaries and fringe benefits.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ECONOMIC DEVELOPMENT PROGRAMS				
	CITYWIDE				
1	City of San Diego/Economic Development	\$ 472,097	\$ 650,000	\$ 493,341	\$ 21,244
2	San Diego African American Sports Association/Gold Coast Classic	256,750	300,000	268,304	11,554
3	San Diego Bowl Game Association/Culligan Holiday Bowl	477,000	486,540	486,540	9,540
4	San Diego Convention & Visitors Bureau/Marketing Program	4,000,000	4,000,000	4,000,000	-
5	San Diego Convention & Visitors Bureau/Promotional Program	9,096,568	9,505,900	9,505,900	409,332
6	San Diego Film Commission	831,338	922,905	868,748	37,410
7	San Diego International Sports Council	150,000	200,000	156,750	6,750
8	San Diego North Convention & Visitors Bureau	300,000	500,000	313,500	13,500
9	San Diego Regional Economic Development Corporation	1,273,437	1,373,992	1,330,742	57,305
10	World Trade Center San Diego/Local Access to Global Markets	150,000	150,000	150,000	-
	SUBTOTAL CITYWIDE	\$ 17,007,190	\$ 18,089,337	\$ 17,573,825	\$ 566,635

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ECONOMIC DEVELOPMENT PROGRAMS				
	ECONOMIC DEVELOPMENT AND TOURISM SUPPORT				
11	Accessible San Diego	\$ 46,464	\$ 150,000	*	\$ (46,464)
12	ACCION San Diego	51,744	79,144	*	(51,744)
13	Alpha Project for the Homeless	-	282,025	*	-
14	Asian Business Association of San Diego	-	20,430	*	-
15	Bayview Community Development Corporation	-	49,680	*	-
16	Business Improvement District Council	44,880	32,400	*	(44,880)
17	City Heights Business Improvement Association, Inc.	33,500	33,500	*	(33,500)
18	Economic Development/Economic Development and Tourism Support Administration	39,077	40,836	40,836	1,759
19	Food and Beverage Association of San Diego	26,400	34,000	*	(26,400)
20	Hostelling International/American Youth Hostels	12,320	42,131	*	(12,320)
21	International Visitors Council of San Diego	46,464	31,540	*	(46,464)
22	Japan Society of San Diego and Tijuana	23,232	19,000	*	(23,232)
23	Mission Valley Tourism Council	23,232	15,000	*	(23,232)
24	Occupational Training Services, Inc.	-	200,000	*	-
25	Otay Mesa Chamber of Commerce	46,464	56,755	*	(46,464)
26	San Diego County Hispanic Chamber of Commerce	95,000	200,000	*	(95,000)

* Funding recommendations will be made by the Small Business Advisory Board.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ECONOMIC DEVELOPMENT PROGRAMS				
	ECONOMIC DEVELOPMENT AND TOURISM SUPPORT				
27	San Diego East Visitors Bureau	\$ -	\$ 20,000	*	\$ -
28	San Diego International Sister Cities Corporation	25,872	5,000	*	(25,872)
29	San Diego Regional Technology Alliance	30,000	40,680	*	(30,000)
30	San Ysidro Chamber of Commerce	10,000	16,500	*	(10,000)
31	Small Business Center of the Greater San Diego Chamber of Commerce	15,840	-	*	(15,840)
32	South County Economic Development Council	10,500	99,000	*	(10,500)
33	Southwestern College Small Business Development and International Trade Center	-	-	*	-
34	Travelers Aid Society of San Diego, Inc.	52,800	64,600	*	(52,800)
	SUBTOTAL ECONOMIC DEVELOPMENT AND TOURISM SUPPORT	\$ 633,789	\$ 1,532,221	\$ 662,310	\$ 28,521
	TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 17,640,979	\$ 19,621,558	\$ 18,236,135	\$ 595,156

* Funding recommendations will be made by the Small Business Advisory Board.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES				
35	Coastal Infrastructure	\$ 1,500,000	\$ 1,567,500	\$ 1,567,500	\$ 67,500
36	Regional Park Safety Program	61,895	65,553	65,553	3,658
37	Special Event Reimbursement	330,620	345,498	345,498	14,878
38	Qualcomm Stadium	731,500	5,250,000	5,250,000	4,518,500
39	Transient Occupancy Tax (TOT) Payment Audit	64,830	67,423	67,423	2,593
40	Maintenance and Security of Visitor-Related Facilities	14,394,645	9,885,814	9,885,814	(4,508,831)
41	Mission Trails Regional Park Foundation, Inc.	68,000	50,000	50,000	(18,000)
42	Public Safety Enhancements	7,041,626	7,358,499	7,358,499	316,873
	TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 24,193,116	\$ 24,590,287	\$ 24,590,287	\$ 397,171

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	CAPITAL IMPROVEMENTS				
43	Balboa/Mission Bay Park Improvements	\$ 7,041,626	\$ 7,358,499	\$ 7,358,499	\$ 316,873
44	Trolley Extension Reserve	4,210,140	4,210,140	4,210,140	-
45	Natural History Museum	300,000	300,000	300,000	-
46	Convention Center Complex	10,920,250	11,411,661	11,411,661	491,411
47	Major Facilities	6,572,404	9,211,744	9,211,744	2,639,340
48	Japanese Friendship Garden	-	200,000	200,000	200,000
49	Balboa Park Arcade	100,000	-	-	(100,000)
50	San Diego Aerospace Museum	50,000	-	-	(50,000)
51	San Diego Automotive Museum	15,500	-	-	(15,500)
	TOTAL CAPITAL IMPROVEMENTS	\$ 29,209,920	\$ 32,692,044	\$ 32,692,044	\$ 3,482,124

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS - COMMUNITY AND NEIGHBORHOOD EVENTS				
52	Adams Avenue Street Fair and Roots Festival	\$ 32,354	\$ 89,370	**	\$ (32,354)
53	African American Museum of Fine Arts/Caribbean- African Liberation Celebration	-	13,850	**	-
54	Allied Gardens Kiwanis Club/Allied Gardens Community Parade	2,500	-	**	(2,500)
55	Alpha Phi Alpha Fraternity, Inc./Martin Luther King, Jr., Pageant and Parade	3,443	6,200	**	(3,443)
56	America's Finest City Dixieland Jazz Society/San Diego Thanksgiving Dixieland Jazz Festival	19,250	84,000	**	(19,250)
57	Asian American Journalists Association/San Diego Asian Film Festival	-	21,532	**	-
58	Balboa Theatre Foundation/Nutcracker Winter Festival	-	25,000	**	-
59	Blues Lovers United of San Diego/San Diego Blues Festival	-	50,000	**	-
60	Cabrillo Festival, Inc./37 th Annual Cabrillo Festival	11,381	13,680	**	(11,381)
61	City Heights Community Development Corporation/International Village Celebration	17,551	21,681	**	(17,551)
62	City Heights Town Council, Inc./Taste of City Heights 2001	7,640	11,956	**	(7,640)
63	College Area Community Council/College Area Community Parade	-	2,500	**	-
64	Diamond Business Improvement District/Imperial Festival	5,000	-	**	(5,000)
65	Discover Pacific Beach/Pacific Beachfest	21,000	33,722	**	(21,000)
66	El Cajon Boulevard Business Improvement Association/Lunar New Year Festival	16,675	16,200	**	(16,675)
67	Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	6,750	47,033	**	(6,750)

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS - COMMUNITY AND NEIGHBORHOOD EVENTS				
68	Exposition 2000 Organizing Committee, Inc./Exposition 2000:A Millennium Celebration	\$ 50,000	\$ -	**	\$ (50,000)
69	Fiesta Oversight Board/Old Town Fiesta Cinco de Mayo 2001	32,354	67,933	**	(32,354)
70	Fire Fighters Advisory Council to the Burn Institute/Fire Expo 2000	12,000	15,000	**	(12,000)
71	First Night San Diego	-	64,449	**	-
72	Foundation for Children, Education and Medical Research/Suzuki Rock 'n' Roll Marathon	-	1,703,500	**	-
73	Gaslamp Quarter Association/Mardi Gras Celebration and Parade	18,000	23,731	**	(18,000)
74	Gaslamp Quarter Historic Foundation/Shamrock 2001	4,500	25,085	**	(4,500)
75	Greater Golden Hill Community Development Corporation/Doo-Dah Parade and Music Festival	6,600	7,664	**	(6,600)
76	Greater San Diego Chamber of Commerce/Fleet Week San Diego	25,000	30,000	**	(25,000)
77	Hillcrest Business Improvement Association/City Fest 2001	29,600	38,285	**	(29,600)
78	House of Italy/House of Italy Balboa Park Presentation	-	15,000	**	-
79	I-15 Diamond Gateway Chamber of Commerce/Carmel Mountain Ranch Festival	7,976	14,876	**	(7,976)
80	Indian Human Resource Center/San Diego American Indian Culture Days	5,250	10,244	**	(5,250)
81	Kiwanis Club of Tierrasanta /Tierrasanta Community Parade	2,500	-	**	(2,500)
82	Lake Murray Kiwanis Club/Lake Murray Kiwanis Street Fair	-	2,000	**	-

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS - COMMUNITY AND NEIGHBORHOOD EVENTS				
83	Linda Vista Multi-Cultural Fair, Inc.	\$ 11,000	\$ 10,840	**	\$ (11,000)
84	Maritime Museum Association of San Diego/Festival of Sail	20,000	-	**	(20,000)
85	Media Heritage, Inc./Filmout: San Diego Gay & Lesbian Film Festival	3,300	-	**	(3,300)
86	Mission Hills Association/Concerts in the Park	10,564	6,961	**	(10,564)
87	Montezuma Economic Development Corporation/College Area Community Parade	2,500	-	**	(2,500)
88	Navajo Community Planners, Inc./Navajo Community 4 th of July Music Fest	-	12,571	**	-
89	North Park Main Street Association/North Park Spring Festival	7,500	9,355	**	(7,500)
90	North Park Toyland Parade Committee/North Park Toyland Parade	8,250	10,000	**	(8,250)
91	Ocean Beach Main Street Association/22nd Annual Ocean Beach Street Fair	18,199	34,620	**	(18,199)
92	Peninsula Chamber of Commerce/Point Loma Cultural Faire	7,500	8,456	**	(7,500)
93	Promote La Jolla, Inc./La Jolla Community Festival	30,332	50,000	**	(30,332)
94	Rancho Bernardo Chamber of Commerce/RB Alive! Street Fair	9,950	36,496	**	(9,950)
95	Rancho Peñasquitos Town Council/Fiesta de los Penasquitos	4,923	4,302	**	(4,923)
96	Rolando Community Council/Rolando Street Fair	4,810	3,302	**	(4,810)
97	San Diego Chinese Center/Chinese New Year Food and Cultural Faire	20,625	39,000	**	(20,625)

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS - COMMUNITY AND NEIGHBORHOOD EVENTS				
98	San Diego Do Something/East Village Day	\$ 1,375	\$ -	**	\$ (1,375)
99	San Diego Earthworks/Earth Fair 2001	9,434	33,323	**	(9,434)
100	San Diego State University Foundation/Border Voices Poetry Fair	11,394	28,105	**	(11,394)
101	San Ysidro Park and Recreation Council/San Ysidro Celebrates America	4,500	8,700	**	(4,500)
102	Sherman Heights Community Center/Latin Music Festival and Fiestas Patrias	3,505	5,130	**	(3,505)
103	Stop Off For Achievements/Labor Day Festival	-	7,100	**	-
104	Torrey Pines Kiwanis Foundation/La Jolla Festival of the Arts and Food Faire	-	27,500	**	-
105	United Italian American Association/Columbus Day Parade	4,500	7,000	**	(4,500)
106	University Heights Community Development Corporation/Summer in the Park '99	1,750	-	**	(1,750)
107	Westerner - The First People of Earth Mother/510 th Annual Grunion Festival	-	3,450	**	-
	FESTIVALS AND CELEBRATIONS - REGIONALLY SIGNIFICANT SPORTING EVENTS				
108	California State Games/2000 California State Games	9,405	77,000	**	(9,405)
109	Century Club of San Diego/Buick Invitational	14,703	50,000	**	(14,703)
110	San Diego Crew Classic	3,658	5,000	**	(3,658)
111	San Diego Sportsfishing Council/Day at the Docks and Sportsfishing Promotion	887	-	**	(887)
112	Thunderboats Unlimited, Inc./San Diego Bayfair's World Series of Powerboat Racing	7,054	8,819	**	(7,054)
	SUBTOTAL FESTIVALS AND CELEBRATIONS	\$ 568,942	\$ 2,941,521	**	\$ (568,942)

** Funding recommendations will be made by the Commission for Arts and Culture.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
113	Actors Alliance of San Diego	\$ 15,546	\$ 17,274	**	\$ (15,546)
114	African-American Museum of Fine Arts	7,638	-	**	(7,638)
115	Asian Story Theater	6,213	6,988	**	(6,213)
116	Athenaeum Music and Arts Library	100,000	115,000	**	(100,000)
117	Bear State Theatre/Ruse Performance Gallery	5,000	5,580	**	(5,000)
118	California Ballet Company	73,112	111,810	**	(73,112)
119	Camarada Chamber Music Ensemble	-	7,250	**	-
120	Center for World Music	12,553	20,265	**	(12,553)
121	Centro Cultural de la Raza	-	27,889	**	-
122	Children's Museum of San Diego/Museo de los Niños	125,000	140,290	**	(125,000)
123	Chinese Historical Society/San Diego Chinese Historical Museum	13,864	14,030	**	(13,864)
124	Christian Community Theater/Christian Youth Theater	45,365	90,010	**	(45,365)
125	City Ballet, Inc.	27,757	47,303	**	(27,757)
126	Civic Youth Orchestra, Inc.	54,990	23,027	**	(54,990)
127	Classics for Kids	11,915	23,466	**	(11,915)
128	Combined Organizations for the Visual Arts (COVA)	6,435	7,500	**	(6,435)
129	Community Actors Theatre	3,217	7,900	**	(3,217)
130	Diversionary Theatre, Inc.	30,494	30,494	**	(30,494)
131	Eveoke Dance Theatre	13,668	25,254	**	(13,668)
132	Fern Street Community Arts, Inc.	45,667	54,706	**	(45,667)

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
133	Fritz Theater	\$ 14,669	\$ 14,167	**	\$ (14,669)
134	Gay Men's Chorus of San Diego	14,439	14,956	**	(14,439)
135	House of Hospitality	20,900	54,996	**	(20,900)
136	Icarus Puppet Company	8,991	9,141	**	(8,991)
137	Installation Gallery	129,656	68,178	**	(129,656)
138	Institute for Arts Education	37,490	42,233	**	(37,490)
139	Japanese Friendship Garden Society, San Diego	7,806	21,882	**	(7,806)
140	La Jolla Chamber Music Society	205,032	217,885	**	(205,032)
141	La Jolla Playhouse	534,826	441,935	**	(534,826)
142	La Jolla Stage Company	-	14,750	**	-
143	La Jolla Symphony and Chorus	32,547	61,736	**	(32,547)
144	Mainly Mozart Festival, Inc.	65,304	110,468	**	(65,304)
145	Malashock Dance and Company	34,854	57,290	**	(34,854)
146	Maritime Museum Association of San Diego	178,984	257,213	**	(178,984)
147	McCaleb Dance	7,335	53,580	**	(7,335)
148	MCRD Museum Historical Society	1,019	-	**	(1,019)
149	Mingei International Museum	159,242	226,968	**	(159,242)
150	Museum of Contemporary Art, San Diego	396,316	474,410	**	(396,316)

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
151	Museum of Photographic Arts	\$ 128,867	\$ 146,528	**	\$ (128,867)
152	New Works Theatre	12,993	14,260	**	(12,993)
153	Old Globe Theatre	554,151	671,968	**	(554,151)
154	PASACAT	14,655	19,338	**	(14,655)
155	Patricia Rincon Dance Collective	9,797	13,385	**	(9,797)
156	Persian Cultural Center	12,403	17,630	**	(12,403)
157	Playwrights Project	59,998	57,673	**	(59,998)
158	Point Loma Arts Academy	-	7,337	**	-
159	Prowess Interarts, Inc.	4,547	-	**	(4,547)
160	Samahan Filipino American Performing Arts and Education Center	16,699	20,000	**	(16,699)
161	San Diego Actors Theatre	-	5,375	**	-
162	San Diego Aerospace Museum, Inc.	259,530	327,104	**	(259,530)
163	San Diego Area Dance Alliance	21,747	25,000	**	(21,747)
164	San Diego Art Institute	22,926	34,000	**	(22,926)
165	San Diego Automotive Museum	52,650	85,827	**	(52,650)
166	San Diego Ballet	41,035	49,320	**	(41,035)
167	San Diego Center for Jewish Culture	49,579	67,613	**	(49,579)
168	San Diego Chamber Orchestra	85,302	128,000	**	(85,302)
169	San Diego Children's Choir	23,445	31,622	**	(23,445)

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
170	San Diego Comic Opera	\$ 53,797	\$ 66,081	**	\$ (53,797)
171	San Diego Dance Institute	19,003	31,646	**	(19,003)
172	San Diego Dance Theater	7,380	22,000	**	(7,380)
173	San Diego Early Music Society	12,955	16,194	**	(12,955)
174	San Diego Guild of Puppetry	5,208	10,500	**	(5,208)
175	San Diego Hall of Champions	151,050	157,850	**	(151,050)
176	San Diego Historical Society	193,991	213,091	**	(193,991)
177	San Diego Junior Theatre	85,827	106,000	**	(85,827)
178	San Diego Master Chorale	16,292	22,370	**	(16,292)
179	San Diego Men's Chorus	16,414	18,260	**	(16,414)
180	San Diego Mini-Concerts Committee	3,345	4,300	**	(3,345)
181	San Diego Model Railroad Museum	57,368	71,516	**	(57,368)
182	San Diego Museum of Art	430,345	571,859	**	(430,345)
183	San Diego Museum Council	14,630	12,000	**	(14,630)
184	San Diego Museum of Man	207,037	243,975	**	(207,037)
185	San Diego New Music	1,196	2,120	**	(1,196)
186	San Diego Oceans Foundation	50,000	-	**	(50,000)
187	San Diego Opera Association	597,817	638,302	**	(597,817)
188	San Diego Performing Arts League	80,306	85,751	**	(80,306)

** Funding recommendations will be made by the Commission for Arts and Culture.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
189	San Diego Repertory Theatre	\$ 254,143	\$ 290,048	**	\$ (254,143)
190	San Diego Society of Natural History	477,639	494,550	**	(477,639)
191	San Diego Space and Science Foundation/Reuben H. Fleet Space Theater and Science Center	405,836	480,300	**	(405,836)
192	San Diego Symphony Orchestra	350,000	497,109	**	(350,000)
193	San Diego Women's Chorus	5,847	13,500	**	(5,847)
194	San Diego Young Artist Symphony Orchestra	5,792	14,616	**	(5,792)
195	San Diego Youth Symphony	62,083	91,979	**	(62,083)
196	Sledgehammer Theatre	28,886	37,450	**	(28,886)
197	Southeastern Community Theatre	-	6,958	**	-
198	Spreckels Organ Society	36,077	38,459	**	(36,077)
199	Spruce Street Forum	3,729	9,614	**	(3,729)
200	Sushi, Inc.	28,613	34,178	**	(28,613)
201	Teatro Mascara Magica	10,000	14,133	**	(10,000)
202	Veterans Memorial Center, Inc.	28,867	23,512	**	(28,867)
203	Westwind Brass	19,784	24,912	**	(19,784)
204	Women's Caucus for Art, San Diego	-	1,712	**	-
205	WorldBeat Center	15,609	19,800	**	(15,609)
206	Young Audiences of San Diego	24,012	32,438	**	(24,012)
	SUBTOTAL ORGANIZATIONAL SUPPORT	\$ 7,579,046	\$ 9,058,887	**	\$ (7,579,046)

** Funding recommendations will be made by the Commission for Arts and Culture.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
207	Arts and Culture Program Administration	\$ 720,000	\$ 686,617	\$ 686,617	\$ (33,383)
208	Public Art Fund	125,826	131,488	131,488	5,662
209	Neighborhood Arts Program	216,986	226,750	226,750	9,764
	TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 9,210,800	\$ 13,045,263	\$ 9,625,286	\$ 414,486
	MAJOR EVENTS				
210	Major Events Revolving Fund	\$ 316,700	\$ 330,952	\$ 330,952	\$ 14,252
	TOTAL MAJOR EVENTS	\$ 316,700	\$ 330,952	\$ 330,952	\$ 14,252

Special Promotional Programs

	ORGANIZATION/ PROGRAM	FY 2000 BUDGET	FY 2001 REQUEST	FY 2001 MANAGER'S RECOM.	CHANGE FROM FY 2000 TO FY 2001
	SUMMARY				
	ECONOMIC DEVELOPMENT PROGRAMS	\$ 17,640,979	\$ 19,621,558	\$ 18,236,135	\$ 595,156
	SAFETY AND MAINTENANCE OF VISITOR- RELATED FACILITIES	\$ 24,193,116	\$ 24,590,287	\$ 24,590,287	\$ 397,171
	CAPITAL IMPROVEMENTS	\$ 29,209,920	\$ 32,692,044	\$ 32,692,044	\$ 3,482,124
	ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 9,210,800	\$ 13,045,263	\$ 9,625,286	\$ 414,486
	MAJOR EVENTS	\$ 316,700	\$ 330,952	\$ 330,952	\$ 14,252
	TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 80,571,515	\$ 90,280,104	\$ 85,474,704	\$ 4,903,189

Special Promotional Programs

description and salary schedule

arts and culture administration

This program enhances the economy and contributes to San Diego's reputation as a cultural destination by nurturing and maintaining art and culture institutions of national and international reputation; supporting programs and projects that provide access to excellence in culture and the arts for residents and visitors; and funding programs and events which enrich the lives of the people of San Diego and build healthy, vital neighborhoods. (Budgeted positions are also reflected in the Commission for Arts and Culture section of the Employee Relations and Special Projects Business Center.)

CLASS NUMBER	POSITION TITLE	POSITION YEARS		SALARIES AND WAGES	
		FY 2000	FY 2001	CLASS	TOTAL
1107	Administrative Aide II	1.00	1.00	\$ 42,493	\$ 42,493
1218	Associate Management Analyst	1.00	1.00	54,267	54,267
1746	Word Processing Operator	1.00	1.00	31,157	31,157
1769	Public Art Program Administrator	2.00	2.00	66,622	133,244
1876	Executive Secretary	1.00	1.00	43,586	43,586
2268	Executive Director	1.00	1.00	77,966	77,966
2212	Council Representative II	1.00	0.00	-	-
	Temporary Help				33,650
	TOTAL	8.00	7.00	\$	416,363

safety and maintenance of visitor-related facilities

This program provides supplemental funding for public safety and the maintenance of visitor-related facilities.

CLASS NUMBER	POSITION TITLE	POSITION YEARS		SALARIES AND WAGES	
		FY 2000	FY 2001	CLASS	TOTAL
1821	Senior Park Ranger	1.00	1.00	\$ 48,919	\$ 48,919
	TOTAL	1.00	1.00	\$	48,919

Special Promotional Programs

program descriptions

economic development

To promote the City as a visitor destination and advance the City's economy by increasing tourism and attracting industry.

citywide

city of san diego/ economic development

Economic Development, a component of the Economic Development and Community Services Department, is the only organization solely dedicated to the promotion of industrial and commercial development for the City of San Diego. The primary mission of Economic Development is to provide targeted assistance to key businesses that result in the retention and expansion of jobs and investment in the City of San Diego.

san diego african american sports association/gold coast classic

The objective of the Gold Coast Classic is to host black collegiate football teams and bands to play in San Diego, attract thousands of fans that will attend the game and week activities and promote San Diego as a tourist destination through national media.

san diego bowl game association/culligan holiday bowl

The objectives of the Culligan Holiday Bowl are to attract participating teams that will bring with them many thousands of fans who will attend the game and bowl week activities and to promote San Diego as a tourist destination through national media including telecast of the game and parade.

san diego convention & visitors bureau (convis) promotional program/marketing program

The San Diego Convention and Visitors Bureau (ConVis) strives to promote and maintain a healthy convention and visitors industry in the San Diego region in a manner that will benefit the community economically and environmentally. The ConVis Marketing Program is designed to support and expand ConVis' current marketing efforts. The programs within this plan are designed to integrate with existing marketing programs that are targeted to leisure market development.

Special Promotional Programs

program descriptions

san diego film commission

The goal of the San Diego Film Commission is to market San Diego as a filming destination and enhance the entertainment industry in the San Diego region, thus creating jobs and increasing hotel room nights and tourism.

san diego international sports council

The mission of the San Diego International Sports Council is to promote the San Diego-Tijuana region as the preferred destination for sporting events and activities that benefit the region, both socially and economically.

san diego north convention & visitors bureau

This program is an aggressive year-round sales and marketing effort to promote San Diego North as a preferred visitor destination through trade and travel shows, public relations, special promotions, internet and direct sales. The program objective is to enhance the economic development of North San Diego through increases in visitor spending and increases in San Diego Transient Occupancy Tax. All promotional efforts will serve the hospitality industry in North City areas of Rancho Bernardo, Rancho Peñasquitos, La Jolla and Carmel Valley areas, which fall within San Diego City limits.

san diego regional economic development corporation

The San Diego Regional Economic Development Corporation (EDC) is dedicated to sustaining regional economic prosperity. EDC is the only region-wide organization focused on maintaining a competitive business environment through the assessment of human/physical infrastructure needs and public policy concerns of technology industries; proactive outreach to expanding technology companies; and increased awareness of San Diego as a technology center of excellence.

world trade center san diego/local access to global markets

The World Trade Center will sponsor a project that targets small to medium-sized enterprises in San Diego, providing them with information and business contacts in a cost efficient and effective manner. The program will assist their international business and the San Diego economy.

Special Promotional Programs

program descriptions

economic development and tourism support

accessible san diego

Accessible San Diego (ASD) is San Diego's only non-profit information center for travelers with disabilities and accessible meeting planners. It is also the originator of the Access and Senior Marketing Program. ASD provides valuable services and resources for travelers with disabilities and meeting planners via its information center, the "Access in San Diego" guide, its hotline telephone and web site. ASD also improves accessibility in San Diego's hospitality community with ADA (Americans with Disabilities Act) and State of California CCR Title 24 sensitivity training.

accion san diego

ACCION San Diego is a non-profit 501(c)(3) public benefit corporation whose mission is to increase income and employment opportunities through the provision of business credit to self-employed entrepreneurs who cannot qualify for credit from a bank. ACCION targets low and moderate income and minority entrepreneurs located in underserved communities undergoing community revitalization. ACCION uses an integrated approach by collaborating with other community agencies in meeting common objectives.

alpha project for the homeless

Alpha Project provides employment opportunities for homeless individuals while providing economic development within the community that we reside. Our mission is to empower individuals, families and communities by providing work, recovery and support services to people who are motivated to change their lives and achieve self-sufficiency.

asian business association of san diego

The Asian Business Association of San Diego (ABASD) acts as a business for the San Diego business community by hosting monthly networking mixers and luncheons. The ABA publishes a monthly newsletter and brochures and provides telephone referrals to inform business owners and professionals of events and resources in the City of San Diego that are available to them. The ABASD also coordinates a Chinese New Year Celebration in the City of San Diego.

Special Promotional Programs

program descriptions

bayview community development corporation

Bayview Community Development Corporation (Bayview CDC) was inceptioned in January 1995 and has quickly grown into a comprehensive service oriented organization. Bayview CDC operates an affordable housing program, internships, a staffing agency and a resident opportunities council and has a business development plan to bring much-needed jobs to San Diego's inner city. The corporation's offices are located in the heart of the target area, where a staff of eight works to fulfill the needs of San Diego's inner city residents in the areas of affordable housing, employment opportunities and business development.

business improvement district (bid) council

The BID Council is an association of the business improvement districts in San Diego, whose purpose is to disseminate information, resources and expertise to its member districts. The BID Council supports the BIDs in improving their social economic and physical environments.

city heights business improvement association

City Heights Business Improvement Association, Inc. (CHBIA) is a California mutual benefit non-profit corporation with about 700 members. The organization serves the business interests of the City Heights area. The Board of Directors is elected by and from its membership. In the current year, CHBIA received \$33,500 in Sub-Regional Economic Development TOT funds; \$43,000 in City BID funds; \$20,000 in Small Business Enhancement funds; and \$40,000 in federal funds and leverages these funds, through collaborations, into a program budget of some \$250,000.

food and beverage association of san diego

The Food and Beverage Association of San Diego County was established in 1945, as a trade association representing restaurants, bars and taverns. It is also a resource of information on current labor laws and regulations, assisting members in solving problems like minor decoy operations and ADA violations. Services such as training (health cards, manager's certification), insurance (workers comp, medical and dental) are provided.

Special Promotional Programs

program descriptions

hostelling international/ american youth hostels

The San Diego Council of Hostelling International-American Youth Hostels is a 501(c)(3) nonprofit educational and charitable organization dedicated to promoting experiential education through informed, affordable travel. Since its founding in 1934, the organization has grown to become the leading provider of youth hostels and related travel programming, HI-AYH currently operates two successful hostels in San Diego that host more than 40,000 overnights annually. Affiliation includes a local membership base of 4,000 people, 250 hostels throughout North America and over 5,000 hostels in 70 countries throughout the world.

international visitors council of san diego

The International Visitors Council (IVC) of San Diego, a non-profit organization, is one of 97 volunteer councils in cities across the U.S., working under the national network of the Washington-based non-profit National Council for International Visitors. Most of IVC's work involves assisting the U.S. Department of State with its International Visitors Program. This program sponsors visits to the U.S. of foreign leaders and opinion makers to meet and exchange ideas with Americans. The IVC arranges professional meetings with San Diego business and community leaders in the visitor's field of interest; provides the opportunity to meet San Diegans socially in their homes; arranges accommodations for the visitors; accompanies visitors on appointments; arranges sightseeing and escorts visitors to events.

japan society of san diego and tijuana

The Japan Society of San Diego and Tijuana is a non-profit membership organization dedicated to fostering a strong tri-national relationship between people of Japan, Mexico and the United States through business civic, educational and cultural events and programs.

mission valley tourism council

A mutually beneficial business development organization with a primary purpose of promoting and increasing tourism in Mission Valley.

occupational training services, inc.

Since 1974, OTS has developed employment opportunities for over 25,000 low and moderate income San Diegans. OTS has administered employment development programs for economically disadvantaged, unemployed and underemployed, youth, laid-off, older workers, refugees, women and ethnic minorities. Additionally, OTS has development and operated customized employer and occupational specific services, which have lead to maximizing employment opportunities and enhancing self-sufficiency for clients.

Special Promotional Programs

program descriptions

otay mesa chamber of commerce

The Otay Mesa Chamber of Commerce (OMCC) is a non-profit business advocacy organization serving the border community by promoting economic and social development in the Otay Mesa region. Founded in 1987 the OMCC has advocated for major infrastructure projects in the region, engaged in public education and supported the needs of the region's business community for more than ten years. The OMCC's most recent accomplishments include: a) spearheading a regional effort to secure more than \$180 million for SR-905; b) leading the efforts to obtain public transportation in Otay Mesa and; c) securing funding for the Otay Mesa Road widening project.

san diego county hispanic chamber of commerce

The San Diego County Hispanic Chamber of Commerce (SDCHCC) will act as business resource for the San Diego business community by conducting seminars, providing referrals for contracting opportunities in the region and hosting monthly networking mixers. The SDCHCC will also provide a Website for member referrals and business/contracting opportunities. The SDCHCC will also publish a monthly newsletter and provide telephone referrals to inform businesses of events and resources in the city of San Diego. The SDCHCC will also coordinate the Mariachi Festival in the City of San Diego and help coordinate the National Council of La Raza Convention to be held in San Diego in July 2000. Finally, the SDCHCC will help coordinate the National Migrant Conference Expo to be held in March 2000.

san diego east county visitors bureau

The San Diego East Visitors Bureau is a non-profit organization dedicated to strengthening San Diego's tourism economy. The Bureau improves awareness of San Diego and East County as a desirable visitor destination. Marketing programs and promotional campaigns are implemented throughout the year to attract growth in the San Diego regions tourism industry.

san diego international sister cities corporation

The San Diego International Sister Cities Corporation (SDISCC) was formed as a non-profit 501(c)(3) corporation as a means of strengthening the visibility of and unifying San Diego's 14 Sister City societies. Together, with the societies, the SDISCC serves the San Diego community by sponsoring events and programs that promote economic development and tourism development.

Special Promotional Programs

program descriptions

san diego regional technology alliance

The San Diego Regional Technology Alliance is a 501(c)(3) non-profit corporation committed to economic development through the promotion of entrepreneurship and small business creation and growth in high technology industries. Our mission is to help turn high tech ideas into companies and companies into communities.

san ysidro chamber of commerce

The San Ysidro Chamber of Commerce is a non-profit organization, which promotes effective commerce in the international border region, while building and strengthening partnerships within the community. The specific and primary purposes of the San Ysidro Chamber of Commerce are to initiate, sponsor, promote and carry out plans, policies and activities that will tend to further the prosperity and development of the community of San Ysidro.

south san diego county economic development council (scedc)

The South County Economic Development Council (SCEDC), a 501(c)(3) non-profit organization, was formed in 1989 by a group of South San Diego business and community leaders. SCEDC objectives/goals within the South San Diego region include: encourage private investment and job creation; promote diversified residential and overall business development; publicize the cultural, educational, social and geographical opportunities of the area to attract new businesses and tourism; and serve as a promoter for the regions public and private interests.

travelers aid society of san diego, inc.

In the world of high technology and on-line information and communication, Travelers Aid provides a personal interface—a friendly voice, experienced personal and results-oriented volunteers—for information and assistance in an emergency. Founded in 1914, the Travelers Aid Society of San Diego has been providing essential social services related to travelers since World War I when the agency assisted women left suddenly by husbands who had been called to sea. The Travelers Aid umbrella of caring assistance covers people who have been stranded, victims of domestic violence who need to leave the area, runaway/throwaway youth, abandoned children and almost any travelers who needs help in one form or another. In many situations, the assistance provided by Travelers Aid helps people reshape their lives.

Special Promotional Programs

program descriptions

safety and maintenance of visitor-related facilities

To provide supplemental funding for public safety and the maintenance of visitor-related facilities.

coastal infrastructure

Funding in this category will be used to address critical problem sites identified in the coastal erosion survey as well as the additional infrastructure and facility-related needs identified by City staff.

maintenance and security of visitor- related facilities

This program reimburses the General Fund for a portion of the costs incurred by General Fund departments in providing security and maintenance for visitor-related facilities.

mission trails regional park foundation, inc.

The goal of this program is to maintain a state-of-the art interpretive exhibit and education program for visitors to the center, including the general public and school students. A self-guided, interpretive pathway from the parking lot at Old Mission Dam to the San Diego River will be completed. A wheelchair-accessible interpretive terrace immediately south of the Old Mission Dam will allow people who cannot easily visit the wilderness to have a sense of the wilderness experience.

public safety enhancements

Funding is provided for positions and related support added as a result of the Public Safety Ordinance during Fiscal Year 1994 - Fiscal Year 1998.

regional park safety program

This program will provide funding for 1.00 Park Ranger for improved park security at Mission Bay Park.

Special Promotional Programs

program descriptions

special event reimbursement of city costs

This program reimburses the General Fund for a portion of the costs incurred by General Fund departments in providing necessary support of special events occurring throughout the City during the year.

transient occupancy tax (tot) payment audit

This program reimburses the General Fund for the costs incurred by 1.00 staff position in the City Auditor and Comptroller's Office for conducting TOT payment audits. The audits conducted insure that the City receives appropriate tax revenues based upon room revenues.

Special Promotional Programs

program descriptions

capital improvements

To provide funding for the renovation, construction and expansion of visitor-related facilities and projects.

balboa park/mission bay park improvements

On September 26, 1988, the City Council adopted the recommendations of the Transient Occupancy Tax (TOT) Allocation Committee related to the two-cent increase in the TOT rate. Included in the recommendations was an allocation equivalent to one percent tax, which will provide the City with the ability to finance capital improvements in Balboa Park and Mission Bay Park.

major facilities

This program provides funding for potential new facilities.

natural history museum

This program includes funding for additional improvements to the existing facility.

new convention facility/convention center complex

This program provides for the transfer of funding from Special Promotional Programs to the New Convention Facility Fund for the purpose of planning, promoting, operating and maintaining the San Diego Convention Center. This program also provides funding for the expansion of the Convention Center onto the adjacent surface parking lot. This site will support at least a doubling of the current exhibit hall.

trolley extension reserve

This program includes funding equivalent to the annual lease payments for both the Bayside and Old Town Trolley bond issuances allocated annually to finance the extension of the San Diego Trolley.

Special Promotional Programs

program descriptions

arts, culture and community festivals

To enhance the economy and contribute to San Diego's reputation as a cultural destination by nurturing and maintaining art and culture institutions of national and international reputation; supporting programs and projects that provide access to excellence in culture and the arts for residents and visitors; and funding programs and events which enrich the lives of the people of San Diego and build healthy, vital neighborhoods.

festivals and celebrations

adams avenue street fair and roots festival

In their 19th and 28th year respectively, the Adams Avenue Street Fair and the Adams Avenue Roots festival are Normal Heights-based community celebrations marketed as music festivals and regional attractions. They are produced by and are integral to the successes of the Adams Avenue Business Association and its neighborhood revitalization agenda. The festivals are components of a comprehensive community revitalization strategy and compliment other community organizing and economic development activities.

african american museum of fine arts (caribbean/african liberation celebration)

The African American Museum of Fine Arts seeks to promote the cultural and social awareness of African and Caribbean Communities in San Diego. Goal: To create and implement a cultural program in partnership with local non-profit and cultural organizations to enhance the awareness of local African and Caribbean communities that will broaden an appreciation of their heritage and stimulate communication between these cultures and other ethnic groups.

alpha phi alpha fraternity, inc. (martin luther king jr. pageant and parade)

The Annual Martin Luther King Jr., King and Queen Pageant selects six to eight finalists to compete in an event which stresses talent and creativity, rather than physical beauty. The parade is designed to embrace the ideals sought by Dr. Martin Luther King Jr. The Parade is designed to promote and praise cultural diversity.

Special Promotional Programs

program descriptions

america's finest city
dixieland jazz
society
(san diego
thanksgiving
dixieland jazz
festival)

The 21st Annual San Diego Thanksgiving Dixieland Jazz Festival is a five-day event (expanding to seven days in the coming year) held over the Thanksgiving weekend at the Town and Country Resort and Convention Center. It features 30 bands from San Diego and at least six other states and two countries and attracts over 12,000 paid attendees. A slight majority of those in attendance are from outside San Diego.

asian american
journalists
association san
diego
(san diego asian
film festival)

The San Diego Asian American Journalist Association is organizing the first ever San Diego Asian Film Festival for August 11-13, 2000. This exciting three-day event will provide an awesome cultural experience to San Diegans and many visitors, through film and entertainment. SDAFF also will raise scholarship funds for needy students pursuing careers in the arts or media.

balboa theatre
foundation
(nutcracker winter
festival)

The Nutcracker Winter Festival endeavors to provide the City of San Diego's residents, businesses and visitors with a center-city Holiday Season Festival event. The Balboa Theatre Foundation endeavors to rehabilitate and maintain into perpetuity the Balboa Theatre and to create a viable venue for performing arts groups that compromise its ownership structure with a downtown San Diego residence Theatre, as well as provide an educational facility and to promote the Theatre's perpetual operation.

blues lovers united
of san diego
(san diego blues
festival)

The San Diego Blues Festival is a two-day music event at the Embarcadero Marina Park South on the San Diego waterfront. The event features both local and national blues artists. The event raises money for non-profits such as Blues Lovers United of San Diego and the San Diego Center for Children. Proceeds also contribute to a Blues in the Schools program.

Special Promotional Programs

program descriptions

cabrillo festival, inc. (37th annual cabrillo festival)

The 37th Annual Cabrillo Festival will be held from September 24 through October 1, 2000. The Festival will take place at the Cabrillo National Monument. It will consist of the Opening Ceremony and Flag Raising on Sunday, September 24; visits to the City Council, County Board of Supervisors, San Diego Unified Port Commissioners and three elementary schools during Festival Week; Commemorative Ceremony and Wreath Laying on Friday, September 29; and Open House on Sunday, October 1. The Open House Cultural Program will feature Native American, Mexican, Portuguese and Spanish dancers, food booths, a Kumeyaay basket weaving and acorn grinding demonstration, 16th century soldier/sailor living history encampment, children's activities and re-enactment of Cabrillo's Landing on Ballast Point.

california state games (2000 california state games)

The California State Games is a statewide amateur sports festival for young athletes. It is modeled in the Olympic tradition, complete with Opening Ceremonies, Lighting of the Torch and Gold, Silver and Bronze medals. The California State Games is part of a nationwide development program of the United States Olympic Committee. It provides exposure for future Olympians and an opportunity for thousands to compete in an Olympic-style event. The 2000 California State Games will be held throughout San Diego, July 13-16. The event consists of competition in 20 Olympic sports and will host over 6,000 athletes from the entire state accompanied by their families.

century club of san diego (buick invitational)

The Buick Invitational is a PGA Tour golf tournament held on an annual basis at the Torrey Pines Golf Courses in February. The tournament is organized annually by the Century Club of San Diego. The year 2000 marked the 48th PGA TOUR tournament in San Diego and the 38th year it has been organized by the Century Club. The tournament features 156 of the top PGA Tour professionals in a four day competition that includes other activities such as Pro-Ams, a Players Challenge, Dinner Show, PGA TOUR Family Night at Sea World, Junior Clinic, a Long Drive Contest and a Golf Ball Party. The tournament is assisted by almost 1,000 volunteers and the proceeds from the tournament are distributed to over 80 different charities annually.

Special Promotional Programs

program descriptions

city heights
community
development corp.
(city heights ninth
international village
celebration)

The Annual International Village Celebration (IVC) is an alcohol-free, seven-block multi-cultural street fair in City Heights held on the first Saturday in June of every year. The event takes place on University Avenue starting at Fairmount Avenue and going to Euclid Avenue. The participants and audience are the residents of City Heights and San Diego. The number of people served is approximately 25,000 audience members, 150 vendors, 25 employers in the Career Corner and 25 local performers and representatives from local non-profit organizations. There are three stages of entertainment, food, vendor booths and Fun Zone containing a petting zoo, face painting, interactive art booths, rides and children's entertainment.

city heights town
council inc.
(taste of city heights
– 2001)

The Taste of City Heights is an annual festival of vibrantly diverse restaurants in City Heights held on a Saturday afternoon. The event is affordably priced so that City Heights residents and visitors can participate. Five hundred guests (capacity for 750) gather on El Cajon Boulevard at Hoover High School to hear live music by a local band and board London style double-decker buses and vans to be taken to 16 participating restaurants and 4 ethnic markets. For \$9, residents and visitors sample menus representing the area restaurants. The guests evaluate "The Taste" in writing as they leave. The buses and vans circulate to allow guests to linger through a few or hurry to all of the many choices. Participants spend an afternoon in San Diego's most revitalizing and interesting community.

college area
community council
(college area
community parade)

The College Area Community Council will play host to the annual College Community Parade. It is a 0.9 mile route, which allows residents, businesses, non-profits, San Diego State University, surrounding communities and the City of San Diego to come together and show their community spirit. The parade is open to all entrants with honorable intentions and is open to everyone who wants to attend. This parade is not intended to be used as a fundraiser.

discover pacific
beach
(pacific beachfest)

Pacific BeachFest is a one-day family festival blending sun, sand and old-fashioned fun on the boardwalk. The day will offer beach/ocean competitions, live music, Kidfest, Arts and Crafts Village, Pacific Beach Merchants Sidewalk Sale and A Taste of Pacific Beach Food Court for the enjoyment of tourists and to improve the quality of life for San Diego residents. The third annual Pacific BeachFest will be held on Saturday, October 7, 2000, from 11:00 a.m. - 7:30 p.m. and is expected to attract 50,000 people. It is produced by the two primary community non-profits – Discover Pacific Beach, a business improvement association and the Pacific Beach Town Council.

Special Promotional Programs

program descriptions

el cajon boulevard
business
improvement assoc.
(lunar new year
festival and
swingin' on the
boulevard)

The Lunar New Year Festival:

A traditional celebration of the Lunar New Year observed by the Asian community features dance, music and food.

Swingin' on the Boulevard:

A music and dance festival featuring big band /swing music which is enjoyed by people young and old from various ethnic groups. Both events help to create a greater sense of community while aiding in economic growth within the neighborhoods to be served.

encanto community
fund
(encanto street fair
and cultural arts
festival)

The Eighth Annual Encanto Street Fair and Cultural Arts Festival is scheduled for Saturday, August 19, 2000, from 10am until 8pm and will be located between 61st Street through 65th Street and Imperial Avenue. The event will feature six outdoor stages of musical entertainment and more than 200 small business vendors will offer food and other items. The one-day event is non-alcoholic, offers free admission and is family oriented.

fiesta oversight
board
(old town fiesta
cinco de mayo
2001)

This free three-day cultural celebration brings people together through dance, music, food, and historical reenactments while raising the identity of Old Town -- California's first European community -- as a cultural destination. The Fiesta exposes residents and tourists to Mexican history and Hispanic culture. It enhances community identity and unity while raising the visibility of Old Town. It requires extensive collaboration between non-profits, businesses, residents and county, state and city governments, which set venue rules.

fire fighters
advisory council to
the burn institute
(fire expo 2000)

Fire Expo is a unique event conducted by the Fire Fighters Advisory Council to the Burn Institute. Fire Expo is free to the public and attracts visitors from throughout California and Arizona. This outstanding event provides public safety information, fire and burn prevention information and demonstrates how the fire service and other public safety agencies serve the community.

Special Promotional Programs

program descriptions

first night san diego

First Night San Diego is an established, family oriented, alcohol-free New Year's celebration that serves the general public and attracts guests from outside the County and State. First Night serves youth, adults and families by providing an inexpensive and high entertainment oriented, New Year's Eve program that benefits residents and businesses of the entire City because of its national status.

foundation for children, education and medical research (suzuki rock 'n' roll marathon)

The 4th Annual Suzuki Rock 'n' Roll Marathon, a world class 26.2 mile foot race on the streets of San Diego involving 20,000 participants, 9,000 volunteers, 175,000 spectators and 45 live bands, will generate over \$12,000,000 (net). The Elite Racing Foundation for Children, Education and Medical Research seeks to conduct a world-class marathon in San Diego that positively impacts and showcases the entire community.

gaslamp quarter association (mardi gras celebration and parade)

Mardi Gras in the Gaslamp will be held on Tuesday, February 27, 2001. Highlights include a parade featuring 30-50 participating organizations, 12-15 Gaslamp Clubs presenting special food, music and entertainment and a block party (21 and up) featuring food, music, beads and other entertainment. Attendance of over 40,000 is anticipated. Increasingly, many of those in attendance will be visiting from outside the San Diego area due to increased efforts to promote this event in Los Angeles, Riverside and Orange County and enhanced collaborations with other groups to joint promote and sponsor complimentary events beginning two weeks prior to Mardi Gras.

gaslamp quarter historical foundation (shamrock 2001)

A live music block party is to take place in the Gaslamp Quarter on March 17, 2001. The Gaslamp Quarter Historical Foundation seeks to promote the historical and cultural significance of the Gaslamp Quarter; produce a community-based cultural event, in partnership with Gaslamp Quarter business and local business sponsors; generate business for the Gaslamp Quarter neighborhood; promote William Heath Davis House and Museum, the guided walking tours and educational programs; raise vital funds for the Gaslamp Quarter Historical Foundation through ticket, merchandise and beverage sales at the event.

Special Promotional Programs

program descriptions

greater golden hill
community
development
(golden hill doo-dah
parade and spring
music festival)

Revival of Fern Street Parade to be held on 25th Street culminating with free performances of Fern Street Circus at Golden Hill Park. Second Annual Golden Hill Spring Music Festival at Golden Hill Park. The Greater Golden Hill Community Development Corporation exists to enhance the quality of life, improve and upgrade our neighborhoods, beautify and maintain our business districts, restore Golden Hill's historic character and support the arts. Its goals are to sponsor events that are unique in style and character, which showcase the historic and artistic community of Golden Hill; provide safe, enjoyable and family centered entertainment for participants; and promote community pride.

hillcrest business
improvement
association
(city fest 2001)

The Hillcrest Business Improvement Association proudly presents the 17th Annual City Fest. The event will take place on Fifth Avenue between University Avenue to the North and Walnut Street to the South. It will include street vendors, continuous live entertainment on two stages, food courts and two beer gardens. Admission is free to this one-day event held on August 12, 2001.

house of italy
(house of italy
balboa park
presentation)

The House of Italy Balboa Park Presentation will utilize the lawn in Balboa Park for a performance to inspire neighborhood youth to learn to play the mandolin. Free mandolins and free instruction will be available to potential students at the event. The mandolin is a unique and historical means of musical expression. It is our hope to share this art with local young people for use as a healthy emotional outlet and as a constructive after-school activity.

I-15 diamond
gateway chamber of
commerce
(carmel mountain
ranch festival)

The 6th Annual Carmel Mountain Ranch (CMR) Festival will be held on October 21, 2000. CMR Festival's purpose is to promote community spirit through involvement and attendance of the community and residents. The event offers arts/crafts, businesses, organizations, health and food booths and displays. Three stages provide entertainment for all ages in addition to a kiddieland with rides, petting area and animal rides.

Special Promotional Programs

program descriptions

indian human
resource center
(13th annual san
diego american
indian culture days)

The Indian Human Resource Center proposes to use a \$10,244 matching grant to stage the 13th Annual San Diego American Indian Culture Days (AICD), to promote tourism to the City of San Diego. AICD is a two-day event (May 19 and May 20, 2000) to be held in Balboa Park. There will be all day performances of American Indian Cultural Groups - highlighting a performing group and style that is new to San Diego. There will be 50+ arts and crafts booths and demonstrations. Audience participation is always part of the program.

lake murray kiwanis
club
(lake murray
kiwanis street fair)

The Lake Murray Kiwanis Street Fair will be held on September 16, 2000 at Lake Murray for the enjoyment and entertainment of adults and children. The Lake Murray Kiwanis Club strives to promote community involvement with the residents, community businesses and organizations. Its goals are to give businesses and community groups the opportunity to meet and interact with residents and to give Kiwanis members the training to provide programs and services to the San Carlos/Del Cerro Community.

mission hills
association
(concerts in the
park)

Listen to the music and watch the sun go down in a beautiful park setting minutes away from the ocean. Summer breezes - small town experience – neighbors and friends join tourists to hear: from toe-tappin’ country to gyrating Zydeco – classical to Jazz, old time rock n’ roll to contemporary hits – soft sounds to Latin rhythms. This is Concerts in the Park, a series of eight free concerts in Pioneer Park, which is located in Mission Hills. Past performers include the Navy Latin Band, The Legends and Zydeco Blues Patrol. Participating for the first time will be local Mission Hills choirs and performers.

navajo community
planners, inc.
(navajo community
4th of july music
fest)

A daylong event including musical entertainment, community picnic and fireworks. This will be the second annual event. Last year it drew 5,000 participants.

Special Promotional Programs

program descriptions

north park main street association (north park spring festival)

The North Park Spring Festival is a free celebration that enhances North Park's unique identity as an Arts, Culture, and Entertainment district and showcases the diversity of the mid-city neighborhood. The event features an estimated 175 arts and crafts vendors and local businesses, specialty foods, children's amusement rides, carnival games, street performers and homegrown bands. The highlight of the Spring Festival is the professional Karaoke stage, which attracts participants from throughout Southern California. The performances are recorded and aired on cable television weekly during the course of the year.

north park toyland parade committee (north park toyland parade)

North Park Toyland Parade is an annual holiday event for all families of the area and surrounding communities. There are over 100 entries, including floats, bands, horses and antique cars. The year 2000 will mark the 37th annual parade. The project will include a family festival following the parade, as well as an annual fund-raising dinner and events throughout the year leading up to the parade. Local children participate in contests to design the parade logo, celebrating the theme "Stay In To Win" which encourages kids to stay in school.

ocean beach main street association (22nd annual ocean beach street fair)

Newport Avenue, in Ocean Beach, will host the 22nd Annual Ocean Beach Street Fair and Chili Cook-Off and Fireworks Festival, a celebrated and anticipated yearly community tradition. The grass roots efforts of a handful of merchants and residents resulted in a successful chili cook-off. The funds generated financed the first fireworks events at the beach. Since its origination, the Festival has remained one of community pride, involvement and ownership. The combination of music, designated theme areas, dance, art and vendor exhibits, demonstrations, proposed community project displays, food, an interactive participation mural and one-half acre children's area all are consistent with the beach atmosphere and will highlight this year's festival.

peninsula chamber of commerce (point loma cultural faire)

The 4th Annual, free, one-day event in The Village at Point Loma will enlighten and delight visitors and members of the San Diego community with an unprecedented cultural experience. On stage throughout the day are scheduled acts extending from Italian Opera and Modern Dance, to Shakespeare and Gospel Choirs entertaining over 20,000 attendees. International cuisine will be provided by 10 restaurants. The 110 vendors limited to artistic merchandise or craft demonstrate Cultural of the "Arts" in a street scene environment presented with funding from 6 sponsors and managed entirely by 45 volunteers.

Special Promotional Programs

program descriptions

promote la jolla inc. (la jolla community festival)

Organization and conduct of the eighth annual Art Festival in the Village of La Jolla. The planned event should result in an attendance of 70,000 and participation of some 230+ artists. The proposed Community Festival is designed and has been conducted to provide a free and exciting celebration for the San Diego region and to attract tourists and accomplish business promotion for the La Jolla community. Receipt of TOT funding will advance the mutual goals of the City program and Promote La Jolla, Inc. The La Jolla area has 16 hotels within a five-mile radius and an estimated 1,400 businesses with nearly 18,000 employees.

rancho bernardo chamber of commerce (r.b. alive! street fair)

RB Alive! is a street fair featuring health care, business fair, food fair, arts and crafts, kiddieland and entertainment held on the first Sunday in June.

rancho peñasquitos town council (fiesta de los peñasquitos)

The Sixth Annual Fiesta de los Peñasquitos will be conducted 11:00 a.m. to 5:00 p.m. on Sunday, May 6, 2001, in Rancho Peñasquitos. Co-hosted by The Town Council and the Chamber of Commerce, this event will endeavor to foster a "spirit of community" by bringing the community together; showcasing area businesses and community organizations; providing a fun time for residents and visitors; serving as a forum for recognizing deserving individuals, organizations and businesses and benefiting the community as a major fundraiser for area business development and community service grants.

rolando community council (rolando street fair)

The Rolando Street Fair is an annual one-day community street fair featuring food, music, crafts and commercial vendors. The Rolando Street Fair draws over 6,000 people from Rolando-College area and the vicinity. It is produced by the Rolando Community Council as an annual non-alcohol gathering for family and friends.

Special Promotional Programs

program descriptions

san diego chinese center (chinese new year food and cultural faire)

The year 2001 coincides with the Chinese lunar year 4,699 – The Year of the Snake. In celebration of this momentous occasion, the San Diego Chinese Center in conjunction with the Chinese Benevolent Association, will present: **Year of the Snake Chinese New Year Food and Cultural Faire**. The event will take place along Third Avenue and “J” Street, in the Asian Thematic District of downtown San Diego. The two-day festival will include Chinese entertainment and cultural exhibits. There will be displays on the history of the Chinese in San Diego. Exciting demonstrations and delicious foods from many regions of China and Asia will provide an enjoyable day for the whole family. The event is expected to draw 13,000 visitors and volunteers.

san diego crew classic

The San Diego Crew Classic Rowing Regatta has been the project of the Crew Classic organization for 27 years. It is an annual two-day event on Mission Bay that hosts 3,000 athletes from across the country and abroad. It is the largest 2,000-meter regatta in the US that is run exclusively for 8’s (eight rowers and a coxswain). Included are a trade show, alumni tents, concessions, entertainment and an elegant fund-raising brunch, as well as picnic space and a 10K/5K run. The Crew Classic is committed to maintaining the high quality of the competition and to increasing public attendance.

san diego earthworks (earth fair 2001)

The Twelfth Annual Earth Fair in Balboa Park is a free environmental fair produced by volunteers featuring a wide variety of informational and educational exhibits, entertainment and activities for the whole family.

san diego regional chamber of commerce (fleet week san diego 2000)

Fleet week San Diego is an annual event now in its fourth year of production and will serve as the hallmark event of Military Month for the Mayor’s Millennium 2000 project. Fleet Week San Diego reaches deep into every corner of San Diego’s communities and recognizes the many daily sacrifices our military service members make in defense of our national security. Fleet Week highlights the positive economic impact the military brings as the #2 industry to the region and also recognizes the tremendous amount of volunteer hours and community service the military service members bring to our region.

Special Promotional Programs

program descriptions

san ysidro park and
recreation council
(san ysidro
celebrates america)

This project is the 3rd Annual 4th of July Celebration in the community of San Ysidro. This year's event is titled "San Ysidro Celebrates America 2000." The event includes a day of fun and celebration beginning with a parade through the park at Larsen Field culminating with a fireworks display. Over 20 vendors will offer food and items for sale at Larsen Field and entertainment will begin at noon and proceed into the evening. Community participation was high last year, including nearly 5,000 participants and an increase is anticipated this year.

sdsu
foundation/border
voices poetry
project
(border voice poetry
fair)

The 8th Annual Border Voices Poetry Fair will be held April 20-21, 2001 as the culmination of a poets-in-the-schools program that serves more than 200 schools in the county. The Poetry Fair features award-winning writers from around the world and receives extensive guaranteed publicity in The San Diego Union-Tribune and on television. It draws a live audience of 5,000 with a significant percentage of out-of-town visitors.

sherman heights
community center
(latin music
festival/fiestas
patrias)

The purpose of the Latin Music Festival and Fiestas Patrias Celebration is to foster community pride through celebration of culture and history, enhance community outreach and visibility for the Sherman Heights Community Center, provide fundraising opportunities for the Center's programs and income generating opportunities for neighborhood residents.

stop off for
achievements
(labor day festival)

Stop Off For Achievements in collaboration with community and business organizations will host the Labor Day Festival. The event will promote community pride in the historic communities of San Diego, and will showcase local and international artists. The event will provide a variety of Latin Music catering to the taste of a wide range of attendees.

Special Promotional Programs

program descriptions

thunderboats
unlimited inc.
(san diego bayfair's
world series of
powerboat racing)

Bayfair brings the fastest powerboats in the world to San Diego for a weekend of racing and a family festival at the beach. Live entertainment, fireworks, interactive rides and a once-a-year chance to camp out at the bay are attractions which have lured hundreds of thousands of fans since 1964, when the event debuted on Mission Bay. In addition to being a major generator of TOT funds, Bayfair pumps \$12-\$15 million into the local economy. Additionally, via telecasts on ESPN2, the event showcases our city to a national and international audience. Finally, proceeds from Bayfair go to the Mission Bay Park Endowment Fund providing enhancements to the park beyond normal public funding.

torrey pines kiwanis
foundation
(la jolla festival of
the arts and food
faire)

The La Jolla Festival of the Arts and Food Faire is an annual event, which includes 180 artists, 25 food vendors and a wide variety of entertainment. The event takes place at the La Jolla Country Day School on the second weekend in June. Net proceeds benefit programs for physically challenged San Diegans.

united italian
american
association
(columbus day-
parade-band
competition-
festival)

The United Italian American Association will produce its 31st Annual Columbus Day Parade and Band Competition on October 14, 2000. A major Italian Festival in Amici Park will provide the community with an Italian-American weekend of festivals.

the westerner; the
first people of earth
mother
(the 510th annual
grunion festival)

The 510th Annual Grunion Festival is a revival of ancient California Indian gathering of villages together on the beach to collect the grunion fish. The festival seeks to educate the public and promote respect for cultural diversity by offering a free-to-the-public celebration highlighting traditions of local Native American tribes and artists from throughout the community.

Special Promotional Programs

program descriptions

organizational support

actors alliance of san diego

The Actors Alliance of San Diego is a non-profit arts organization created by the San Diego theater artist. It is dedicated to the advancement, promotion and exposure of the artists who constitute its membership. It is also committed to the overall enhancement of the San Diego theatre community through the provision of support services, production of quality theatrical events and collaboration on theatre-based programs and projects.

asian story theater

The Asian Story Theater uses live theater as a medium for education as well as entertainment, and broadens multi-cultural awareness by dramatizing modern and classic Asian tales to families, children and teachers.

athenaeum music and arts library d.b.a. library association of la jolla

The Athenaeum is a non-profit music and arts library, which also sponsors an active schedule of exhibitions, jazz and classical chamber concerts, lectures and classes for the community. Library collections and art exhibitions are open free to the public five days a week.

bear state theatre/ruse performance gallery

The Bear State Theatre/Ruse is a multi-national/multi-disciplinary, community-based artist collective. The organization's artistic mission is the development of an alternative community performing center, as well as the promotion and support of the community based artist. Each year, the Bear State Theatre/Ruse presents the annual RuseFest and the All-City Free Shakespeare in the Park Summer Festival.

california ballet association/ company

The California Ballet Company is a non-profit performing arts organization dedicated to presenting a full season of high quality professional ballet each year for the greater San Diego community and to providing a forum for professional dancers to develop and maintain their artistic skill. The ballet repertoire encompasses 68 ballets including major works by Balanchine, Limon and other full-scale classics. Many world famous guest artists have appeared in regular seasons. The California Ballet provides outreach programs, including lecture demonstrations and master classes in educational institutions.

Special Promotional Programs

program descriptions

camarada chamber music ensemble

Since its creation in 1994, Camarada Chamber Music Ensemble has performed a wide spectrum of music from diverse styles, eras and aesthetics. Dedicated to presenting innovative chamber music in collaboration with other artists and mediums, the group performs in unique and unusual environments beyond the confines of the concert hall. Camarada also specializes in repertoire geared toward the interests of young people.

center for world music

The Center provides quality experiences and educational opportunities in traditional ethnic performing arts. The Center's activities include large concerts, smaller home concerts, special events, international tours, classes, workshops, community projects and assistance to local traditional artists.

centro cultural de la raza

The Centro Cultural de la Raza, founded in 1970 is the only Chicano, Mexicano, Indigena Cultural Arts Center in San Diego. The CCDLR's art exhibitions, performance art and special events have always served the community by preserving, creating and promoting local historical culture through innovative programming and education. The CCDLR has represented the City to tourists and residents with its vivid murals in beautiful Balboa Park. CCDLR is recognized worldwide for its historic contribution to Chicano Culture and artistic excellence.

children's museum of san diego/museo de ninos de san diego

The Children's Museum/Museo de Ninos is a cultural institution offering educational programs and experiential exhibits to children and families from throughout San Diego County and Tijuana. The museum serves all ages and is committed to collaborative efforts with a wide variety of community organizations.

chinese historical society/san diego chinese historical museum

The Chinese Historical Society of Greater San Diego and Baja California Society and the San Diego Chinese Historical Museum at 404 Third Avenue, San Diego, CA, is a charitable and educational organization. Its mission is to collect, preserve, interpret, educate and appreciate the history of the Chinese American experience and the history, art and culture of China.

Special Promotional Programs

program descriptions

christian community theater/christian youth theater

Christian Community Theater is a non-profit, educational corporation providing theater arts education to children ages 6-18 through Christian Youth Theater and producing 23 major children's and adult musicals each year. Classes and shows are geared toward providing a wholesome environment for families and the community, keeping prices reasonable and maintaining the highest quality community theater has to offer. Although headquartered in El Cajon, CCT has five branches in San Diego County and one in Temecula.

city ballet, inc.

City Ballet was established in 1993 and immediately began producing public performances. City Ballet's season consists of a free public performance each August, a Fall and Spring concert and numerous informal outreach performances. It is through these activities that City Ballet is developing a professional ballet company to enrich our San Diego culture by promoting a greater interest, appreciation and support of ballet for the entire community.

civic youth orchestra, inc.

The Civic Youth Orchestra, Inc. (CYO) is a serious symphonic orchestral training program for the children of San Diego, ages 6-18, of all racial and ethnic groups and without regard to economic status. Unlike other orchestras for children, this one requires the children to take private lessons and participate in school music programs. CYO serves 250 children and provides 10 separate orchestras in diverse skill levels and neighborhoods with professional musicians as conductors.

classics for kids

Classics for Kids is dedicated to the promotion of classical music and arts through affordable and accessible educational concerts which are designed to help children develop an interest and appreciation for the music of the classical composers. The organization produces and presents professional productions that children will enjoy and understand, adding a visual dimension to hold the attention of young audiences.

Special Promotional Programs

program descriptions

community actors theatre

Community Actors Theatre is a non-profit organization founded in June 1982 for the purpose of promoting interest in support of theatre in San Diego. The organization has produced many workshops and productions over the last sixteen years and plans to continue to provide a high-quality cultural arts experience for the people of East and Southeast San Diego, as well as the greater San Diego area. Aspiring youth and adults interested in theatrical arts are assisted through workshops and theatrical productions and the San Diego community, is provided with an affordable venue for theatre.

combined organization for the visual arts (cova)

COVA, comprised of art groups and individual artists, is a non-profit visual arts service organization whose mission is to increase the appreciation of the visual arts in the San Diego region and to provide support for the visual artist. COVA's goal is to promote public awareness and appreciation of visual artists living and working in the San Diego region, by advocating, by providing resources for connecting artists with income and exhibition opportunities and, by encouraging professional development and treatment of artists.

diversionary theatre

Diversionary Theatre is a non-equity professional theatre company that has produced its own work since 1988. Diversionary's mission is to provide theater for the gay and lesbian community with gay and lesbian themes, in which the portrayal of gay and lesbian characters represents the complexity and diversity of the members of the community, both historically and contemporarily.

eveoke dance theatre

Eveoke Dance Theatre (EDT) is an education and performance company. The Eveoke Education Program primarily serves at-risk youth and focuses on long-term development of the dancers to become exceptional professionals in their field. EDT also produces original, full-length performance works (13 in the first 4 years) to critical acclaim. EDT has hired its first paid staff member, the Eveoke Education Program Administrator, to manage and develop all facets of this growing program.

fern street community arts, inc.

Fern Street Circus is an artist-founded organization, which exists to explore the wonder of the circus arts while functioning as a vehicle for artistic involvement in neighborhoods. The latter includes development of an annual main showcase in Golden Hill and Balboa Park with an increasing number of appearances in various show configurations throughout San Diego County.

Special Promotional Programs

program descriptions

forum for arts and culture d.b.a. spruce street forum

Spruce Street Forum is a non-profit organization, founded in 1995, which is dedicated to the support of artists, musicians, writers and scholars whose work reflects an interdisciplinary approach to their creative products. Through its public programs, Spruce Street Forum also facilitates ongoing innovative dialogue where professional artists and scholars interact with the community in meaningful exchange. Spruce Street Forum supports and presents artists who represent a comprehensive spectrum of race, class, gender, sexual orientation and age. Programming includes visual art exhibition; new, improvisational and traditional music presentations; and a lecture/discussion series, which explores diverse cultures, economic issues and history.

fritz theatre

The Fritz is San Diego's only small Off-Broadway theatre producing exciting, challenging new work that is consistently admired by critics and supported by the public. Averaging over twenty productions a year, the Fritz is also San Diego's most prolific small producer. The Fritz brings affordable, high quality entertainment to downtown San Diego by offering an eclectic mix of world premieres, regional premieres of cutting-edge contemporary dramatists and fresh looks at classics.

gay men's chorus of san diego d.b.a. finest city performing arts, inc.

This organization is a performing, producing/presenting organization which exists to provide high artistic-quality, culturally-sensitive musical and theatrical programming of special interest to San Diego's diverse gay and lesbian population, in the form of concerts, theatrical productions and musical revues.

house of hospitality

The House of Hospitality Association operates and manages the House of Hospitality in Balboa Park; the Balboa Park Visitors Center, serving over 400,000 visitors annually; the soon-to-reopen restaurant facility; and the Balboa Park Promotions program. House operations include office and studio space leasing, selection and lease negotiations for the restaurant operator and building maintenance. Visitor Center operations include publication of a Balboa Park Visitors Guide, merchandise sales and visitor information services. Balboa Park Promotions works with the Park institutions, Park and Recreation Department and tourism industry to promote Balboa Park locally, regionally and nationally.

Special Promotional Programs

program descriptions

icarus puppet company

A two-person company supported by six active community leaders, Icarus Puppet Company performs and presents innovative family entertainment throughout San Diego and conducts extensive classes and workshops in area educational settings. Its principal artists design and create all of its own unique puppets and play in modified Bun Ra Ku style, emphasizing participation to engage its young audiences. Conveying the strong, basic message of self-respect and universal tolerance, original scripts are staged in the 234-seat Marie Hitchcock Puppet Theatre in Balboa Park, as well as in public libraries, schools and other community venues.

installation gallery

Installation Gallery is currently in the process of developing inSITE97, the third in a series of major exhibitions of art in public spaces in the San Diego/Tijuana region. InSITE incorporates a collaborative planning process among approximately 25 non-profit arts institutions, between two countries and their largest border cities and among an international roster of artists. Installation Gallery and the Instituto Nacional de Bellas Arts, together with the participating institutions, will sponsor approximately 30 public works by artists of the Americas and will be responsible for outreach, education, publications and public relations.

institute for arts education

The Institute for Arts Education, one of 20 international arts education sites modeled after the Lincoln Center Institute of NYC, has as its purpose to promote direct involvement in the arts as part of the learning experiences of all young people. The Institute for Arts Education is committed to the intense examination of arts and culture (music, dance, theater and visual art) with the objective of heightening perception through the arts and developing the ability to make critical and creative decisions in life for its participants. This unique, nationally recognized program is made possible through long term, in-depth community arts collaborations.

japanese friendship garden society, san diego

The Japanese Friendship Garden Society, San Diego has roots in the 1915 World Exposition where strong community interest kept the Japanese Tea Pavilion open for 30 years within Balboa Park. Five years ago, a dedicated core of San Diegans broke ground for the new Japanese Friendship Garden, restoring this art form to Balboa Park, creating a one-acre site with gardens and an Exhibit House. The Garden consistently prepares art exhibitions and cultural events of offer San Diegans and tourists the opportunity to experience authentic Japanese art and cultural traditions.

Special Promotional Programs

program descriptions

la jolla chamber music society

La Jolla Chamber Music Society provides San Diego audiences the highest quality of diverse classical music presentations through its Celebrity, Sherwood and SummerFest Series. In addition, the Society annually offers more than 20,000 children the opportunity to hear live classical music free of charge through its Discovery Series.

la jolla stage co., inc.

La Jolla Stage Company is a not-for-profit theatre group producing three main stage theatrical productions per year, using paid and non-paid staff and serving the greater San Diego theatre-going community. In addition, La Jolla Stage works with La Jolla High School and other educational institutions to develop both artists and audiences.

la jolla symphony and chorus

The 100-piece orchestra and 120-voice chorus perform music from the popular classical repertoire - featuring West Coast, American and world debuts. The often-eclectic programming contains works of living composers; lesser known works of the masters and seeks out to perform culturally significant works beyond the popularly performed literature.

mainly mozart festival, inc.

This organization seeks to foster the appreciation of Mozart and other classical composers by presenting internationally acclaimed artists from around the country in a year-round series of education programs; concerts and recitals in San Diego; Tijuana and Mexicali, which culminate in a late-spring festival of concerts, lectures and celebrations.

malashock dance & company

Malashock Dance & Company is known for contemporary dance works, which communicate to audiences through their passion, intensity and fluid physicality and for its emphasis on storyline and emotion over rigid form and abstract structure. The Company was founded in 1988 by John Malashock. The fully professional Company of seven dancers resides and performs annually at the Old Globe Theatre and presents concerts and outreach programs throughout San Diego County. The Emmy Award-winning Malashock Dance & Company collaborates frequently on projects with other major arts institutions such as the San Diego Symphony, La Jolla Chamber Music Society and KPBS-TV.

Special Promotional Programs

program descriptions

maritime museum association of san diego d.b.a. san diego maritime museum

The San Diego Maritime Museum (SDMM) embodies the public memory of San Diego's maritime roots. Its ships, artifacts and archives all serve as texts speaking to the decisive contribution of maritime endeavor to the development of our community and our culture. Through exhibits, interpretations, lectures, courses, publications, ship operations and community events, the SDMM strives ever to engage its audience in the encounter Joseph Conrad called, "the mirror of the sea": a reflection of human nature, thought and aspirations.

mccaleb dance

McCaleb Dance is a multidiscipline, professional contemporary dance company creating and presenting original dance, music and visual arts for San Diego audiences and on tour. The organization provides outreach and education to San Diego neighborhood schools and fosters the emerging dance artist through its classes and its apprenticeship program.

mingei international museum of world folk art

Mingei International is a museum, which furthers the understanding of arts of people from all cultures of the world through exhibitions of traditional and contemporary folk art, craft and design. The trans-cultural term "Mingei" combines the Japanese words for people (min) and art (gei). Since its opening in 1978, the Museum has organized and presented sixty major exhibitions with related programs of music, dance, drama and film as well as illustrated lectures and artist/craftsman demonstrations. It has produced eighteen documentary publications, which are distributed to libraries and museums worldwide and three professional videotapes for PBS broadcast.

museum of contemporary art, san diego

MCA, founded in 1941, is the City's only contemporary art museum, with a collection numbering some 3,000 works and a distinguished program of exhibitions and educational outreach. The goals of MCA are to acquire, exhibit and preserve works of art created since 1950 so that they may be enjoyed and used by future generations; to present and interpret significant developments in contemporary art to the widest possible audiences; to widely promote an awareness and appreciation of the value and nature of emerging artistic creativity; to foster the work of artists and to offer the public a broad, balanced perspective on contemporary art in all media.

Special Promotional Programs

program descriptions

museum of photographic arts

The Museum of Photographic Arts (MOPA) collects, preserves and exhibits a broad spectrum of photography, film and video. MOPA creates, sponsors and travels culturally rich and diverse exhibitions and programs to educate and inspire regional visitors and audiences around the world. The Museum is committed to exhibitions and public programs that engage artistic sensibilities with social issues and provide diverse cultural and historical perspectives. Focusing on photographers as individual creators and communicators, MOPA collaborates with artistic, educational and community organizations to further a critical understanding of the photographic medium.

new works/vantage theatre

This organization produces 1) CLASSROOM CLASSICS, an outreach project for schools; 2) NEW PLAYSCRIPTS for San Diego playgoers; 3) SPECIAL PROJECTS for community cultural activities in neighborhoods; 4) PLAYWRIGHTS' WORKSHOPS for developing new plays by local authors. In development are the County-wide CLASSROOM CLASSICS tour of schools with three to six plays and a major stage production, in cooperation with a local university for a statewide tour to college campuses.

old globe theatre

The Old Globe Theatre is San Diego's largest performing arts institution and one of the nation's most respected and influential regional theaters. Annually, more than 275,000 people attend performances at the Globe or participate in its many education/outreach programs. The Globe's year-round schedule includes a minimum of twelve main stage productions at its three-theater complex in historic Balboa Park, featuring the work of both prominent and emerging playwrights and artists. The Globe also is one of the few American theaters that includes the works of Shakespeare as part of its programming. Numerous theatre education and outreach programs administered by the Globe place special emphasis on individuals and groups not traditionally having access to theatre.

pasacat

PASACAT is a volunteer company of dancers and musicians who receive free and paid instruction in Philippine dance and music. This prepares 90 students for 70 performances throughout the year for schools, military, cultural and private events. The amount of volunteers and related support is attributed to PASACAT's endeavor to create a sense of belonging and mission while nurturing youth to be positive contributors to society.

Special Promotional Programs

program descriptions

patricia rincon dance collective

This is a professional company that performs quality jazz dance at local professional venues, presents studio performances, sets repertory works for young artists at inner-city educational venues and La Jolla Studio Theater and develops outreach programs.

persian cultural center

The Persian Cultural Center is a non-profit organization whose purpose is to promote cultural awareness and a deep understanding of Iranian heritage through the instruction of its language, the presentation of music, dance, literature and poetry and the demonstration of customs specific to the Persian culture.

playwright's project

The Playwrights Project is a nonprofit arts education organization, which teaches writing and theater to young people and seniors. The Playwrights Project recognizes drama as a precious art form and powerful means for exploring the diversity of human values. Programs include in-school play writing residencies in grades K-12; teacher training sessions; the annual play writing contest for Californians under age 19, which culminates in a professional production at the Old Globe Theatre; and television and video programs for universities and educators.

point loma arts academy

Point Loma Arts Academy was founded in 1980 by local artists as a community based arts program offering an integrated, hands-on experience of all the arts to children of the Ocean Beach and Point Loma areas and as a response to school budget cuts in art and music. It has grown significantly in 20 years and now serves youth and adults from all over the city of San Diego.

samahan filipino american performing arts and education center

The Samahan Filipino American Performing Arts and Education Center is dedicated to the development and representation of the traditional as well as contemporary performing arts of Filipino Americans in San Diego. Most of the 34 members of the performing groups are students from area schools, colleges and universities. Samahan presents a variety of programs including two-hour long theater performances with live music, shorter programs in other performance venues and produces the Philippine Cultural Arts Festival annually in Balboa Park.

Special Promotional Programs

program descriptions

san diego actors theatre

The San Diego Actors Theatre endeavors to compliment the growth of theatre in San Diego by producing professional, high quality productions, featuring works by America's contemporary playwrights and utilizing local talent. San Diego Actors Theatre is committed to excellence in arts education through its Children's Classics Program, Theatre Outreach Program in the schools, Children's Acting Workshops and summer camps and Adult acting workshops.

san diego aerospace museum, inc.

This museum provides a cultural, educational, inspirational, scientific and entertaining facility devoted to the chronology and technology of aviation and space flight, through dramatic exhibits, programs and library collections with particular emphasis on San Diego's aerospace history. The Museum's Hall of Fame honors the achievements of significant personalities in aerospace history. It's restoration facility preserves, restores or replicates many aircraft significant to aviation history. The museum has the most complete aerospace library and archives in the nation, outside of Washington, D.C.

san diego area dance alliance

The San Diego Area Dance Alliance is a community based service organization to the dance community of San Diego. It is the only centralized resource agency supporting the common needs of this richly varied segment of the arts community, including: need for information, marketing and exposure, technical assistance and advocacy. The Dance Alliance also acts as co-sponsor for "Nations of San Diego" International Dance Festival and sponsor of education and outreach events.

san diego art institute

The San Diego Art Institute sponsors exhibits, lectures and other programs, which increase the understanding of the visual arts. Its primary emphasis is on the work of professionally oriented San Diego artists.

san diego automotive museum

Located in Balboa Park, the San Diego Automotive Museum exhibits over 90 automobiles and motorcycles. In addition to the exhibit, the museum features an automotive library, Museum store and a restoration area. With the growing influence of environmental concerns, the Museum plans to expand from its traditional role to that of one that shows the changes occurring within the industry as it complies with new pollution standards.

Special Promotional Programs

program descriptions

san diego ballet

The San Diego Ballet is the resident ballet company of the San Diego School of Ballet, located in Linda Vista. Founded in 1990, the Ballet's threefold goal is to offer quality classical and contemporary ballet to a diverse San Diego audience; to provide experience and exposure for pre-professional dancers and employment for an ethnically diverse company of professional dancers; and to enhance arts education in the community through outreach programs and scholarships.

san diego center for jewish culture

The Center's cultural arts program offers diverse unique arts opportunities not available elsewhere, in the form of concerts, drama, dance, art tours and films open to the entire community. They range from small, intimate events to large-scale productions. Instruction and participatory experiences in art, music and drama are also offered.

san diego chamber orchestra

The San Diego Chamber Orchestra is the only resident chamber orchestra in San Diego. As such, it represents and performs unique repertoire. It enables the community to hear music written for the classical orchestra and to be performed in small venues. A chamber orchestra complements both chamber music (1-9 players) and the symphonic orchestra (85 or more players) to provide a full array of classical ensembles.

san diego children's choir

The San Diego Children's Choir is a secular choral program for children that specializes in the performance of classical and traditional music and offers the musical training essential to such performance.

san diego comic opera

This high quality musical theater dedicated to the development of San Diego's professional musicians, theater artists, designers and directors; to educating the public in an appreciation for musical theatre; and to keeping theater affordable. It produces three main stage and two touring outreach productions yearly.

Special Promotional Programs

program descriptions

san diego dance institute

San Diego Dance Institute (SDDI) was established in 1990 as ACity Moves® and was originally a community youth dance program of the San Diego Foundation for the Performing Arts. SDDI is dedicated to using dance as an instrument of communication and social change through programs that stimulate young people, create safe havens free of physical or emotional dangers and encourage a free exploration of thoughts and ideas. SDDI does this through in/after-school artist residencies, interactive assembly programs and a teaching artist-training course.

san diego dance theater

Founded in 1972 San Diego Theater has served as a vehicle for choreographers Carl Yamamoto, George Willis, Johanna Weikel and Lolita Carter. Under the direction of Jean Isaacs since 1997, SDDT performs her dances and those of choreographers whose vision is especially compatible with hers. Strong on-going ties with Mexico and Europe provide SDDT with enriching global partnerships. Committed to dance education/outreach. SDDT works with young audiences, Ramona School District and School of Creative and Performing Arts.

san diego early music society

The Society exists to further appreciation of early music (pre-1700) by presentation of concerts using authentic instruments and/or performance techniques; by organizing workshops for performers; by publishing a bi-monthly newsletter and a directory of early music performers and resources in and around San Diego; and by providing educational outreach programs in the San Diego Schools.

san diego guild of puppetry

The San Diego Guild of Puppetry is a collaborative group of professional and amateur puppeteers of all ages and interest levels. Members have been performing in the Marie Hitchcock Puppet Theater since 1964 as an activity of the San Diego Park and Recreation Department. The Hitchcock is the only puppet theater in San Diego County and presents low-cost children's entertainment to a growing and enthusiastic audience of pre-school and elementary age students and families of all backgrounds. The Guild also serves as a resource for the puppetry arts to the community at large, offering information, resources and educational opportunities and training experiences.

Special Promotional Programs

program descriptions

san diego hall of champions

The San Diego Hall of Champions is the recognized authority and archival source for San Diego sports history. The Hall's sports museum has over 1,400 items from 40 sports. The archives contain files, photographs, films and videos on over 2,000 San Diego athletes. The Hall includes the Breitbard Hall of Fame, honoring and preserving the history of 86 of San Diego's greatest athletes. New inductees are voted on each year. The Hall conducts outreach programs to San Diego middle schools, recreation centers and housing projects, teaching the history of San Diego sports and the life skills that are learned from participation in sports.

san diego historical society

The Society collects, preserves and interprets the history of the San Diego region through its Balboa Park Museum, the Villa Montezuma Victorian House Museum in the Sherman Heights Historic District, the Junipero Serra Museum and the Presidio Excavation Project in Presidio Park. The Society also administers a collection of public records of the City and County of San Diego governments, an extensive research archive of San Diego history and an educational program as well as producing a high quality Quarterly Journal.

san diego junior theatre

The Junior Theatre is a theater arts education program for youths ages 6-18. The goals are to educate children about theatre arts and enhance the individual child's self-esteem through a diversified curriculum and to enrich and entertain the youth with main stage productions.

san diego master chorale

The San Diego Master Chorale is a community based, non-sectarian choral group, consisting of 130 area residents. The volunteer singers maintain professional standards for the music they produce under the direction of a professional Music Director. The Master Chorale's repertoire includes a broad scope of music, from master choral works to modern, popular songs and show tunes. The Master Chorale performs a number of times each year with the San Diego Symphony Orchestra, annually produces one or two independent concerts, performs without charge in community outreach programs, is actively involved in music programs for the San Diego Unified School District, performs for the tourism industry and partners with diverse organizations in joint concert productions.

Special Promotional Programs

program descriptions

san diego men's chorus

The San Diego Men's Chorus is a premier choral organization with 70-plus members that has presented high-quality performances of men's choral music to communities within San Diego since September 1985. The Chorus not only serves as a social network for its members, but also as an educational opportunity for the larger community regarding socially relevant issues.

san diego mini- concerts committee

This organization is committed to musical excellence and seeks to showcase outstanding performers in free noontime concerts at the Lyceum Theater, making classical chamber music accessible to everyone -- tourists, senior citizens, students, downtown residents, shoppers, workers and the homeless.

san diego model railroad museum, inc.

The San Diego Model Railroad Museum, celebrating 15 years of corporate existence in 1995, at 25,000 sq. feet, is the largest indoor exhibition of model railroading in North America. Operating and static educational exhibits explain the past and present history of American railroads, primarily utilizing operating dioramas and scale models. Additional exhibits include hands-on and inter-active toy train displays for children of all ages. In 1994 the museum was ranked as the 14th largest San Diego tourist attraction by the Chamber of Commerce.

san diego museum council

The San Diego Museum Council is a coalition of 27 nonprofit museums in San Diego. The council works cooperatively to share resources in the effort to promote awareness, participation and exposure to the cultural riches of San Diego's museums. The council's mission is to increase our participation in both the local community and the tourist industry. Since its incorporation in 1977, the nonprofit SDMC has been the only organization that exists as a central unifying group for San Diego's extensive museum community.

san diego museum of art

Incorporated in 1925, the San Diego Museum of Art (SDMA) is the county's largest visual arts resource with a permanent collection featuring more than 15,000 artworks, of which the finest 600 are on display at any given time. In addition to preserving and expanding the permanent collection, SDMA serves the residents of San Diego with exhibitions of national and international stature and year-round art education programs for adults, children and families.

Special Promotional Programs

program descriptions

san diego museum of man

The Museum's mission is to collect, preserve and interpret the material culture, physical anthropology, folklore and linguistics of the aboriginal peoples of the Western Americans within a cross-cultural framework through research on the collections, interpretation of bio-cultural origins, diversity, prehistory and ethnography for the public by means of exhibits, education programs and publications, while moving ahead with education and outreach and cultural pluralism.

san diego new music

San Diego New Music is an all-volunteer organization dedicated to the promotion and development of contemporary classical music, avant-garde improvisation and neglected twentieth-century repertory. We produce a concert series at the Athenaeum called Noise at the Library. We publish a free new music newsletter distributed throughout the county. We try to discern what other classical music organizations in San Diego ignore, neglect or avoid through prejudice and then we program it ourselves.

san diego opera association

Each year San Diego Opera presents an International Season of 20-25 performances of five grand opera productions for an audience of approximately 70,000 with at least one recital by a major vocal artist, a comprehensive program of educational activities that serve more than 75,000 children and adults and two radio programs that reach more than 400,000 listeners. In addition, the San Diego Opera Scenic Studio, the largest on the West Coast, constructs sets for opera and theater companies throughout the United States and Latin America.

san diego performing arts league

The San Diego Performing Arts League, formerly the Theatre Foundation, serves over 92 theatre, music and dance organizations and their audiences. The Performing Arts League develops cost-effective, collaborative programs that bring new audiences to the arts and strengthen San Diego's performing arts with new sources of earned income and management support.

san diego repertory theatre

San Diego Repertory Theatre, downtown San Diego's most prominent professional company, annually presents six or seven productions of classic and contemporary plays chosen for their relevance to the lives of our city's residents. The REP also produces three annual festivals: Nations of San Diego International Dance Festival, Kuumba Fest and the San Diego Jewish Arts Festival. As manager of the Lyceum Theaters complex, the REP co-sponsors or supports the productions of numerous community organizations and is the home for more than 600 performances and gallery exhibitions each year. The REP's Project Discovery program of educational outreach brings 10,000 students to performances.

Special Promotional Programs

program descriptions

san diego society of
natural history d.b.a.
san diego natural
history museum

Founded in 1874, the Society records and studies the natural history of the Southwest, with special emphasis on San Diego County and Baja California. Specimens of flora and fauna of this area are maintained in taxonomic collections to provide scientists around the world knowledge and understanding of the changing ecology of this area and to disseminate this knowledge through museum exhibits and community educational programs. The museum hosts major national traveling exhibitions and offers corresponding educational programming to the school children as well as to the general public.

san diego space and
science foundation
d.b.a. reuben h. fleet
space theatre

The San Diego Space and Science Foundation is an educational organization dedicated to furthering the public's understanding of science and technology. In fulfilling its mission, the San Diego Space and Science Foundation operates the Reuben H. Fleet Space Theater and Science Center, presents state-of-the-art media productions that impart knowledge of the Universe and inspire participation in the sciences, provides interactive exhibits that demonstrate scientific principles, offers science education activities for students, teachers and the community and serves the community as a responsive science information center.

san diego symphony
orchestra
association, inc.

In June 1998 the San Diego Symphony Orchestra Association, Inc., a.k.a. the San Diego Symphony (SDS), an organization, which traces its roots to 1910, emerged from bankruptcy and began operating under terms of a Chapter 11 Bankruptcy Organization Plan. A new Board of Directors has assumed responsibility for leading the new symphony organization, supported by a professional team of administrative and artistic personnel.

san diego women's
chorus

The San Diego Women's Chorus is a feminist chorus, which has been in existence for over ten years. The Chorus performs one major concert each year and many benefit performances for other non-profit groups. The Chorus sings about peace, freedom, women's rights, gay and lesbian rights and all forms of discrimination.

Special Promotional Programs

program descriptions

san diego young artists symphony orchestra

The San Diego Young Artist Symphony Orchestra (YASO) provides young, talented, serious and musically interested students the opportunity to study, rehearse and perform symphonic repertoire under professional and inspiring leadership in a musical environment which has expectations and standards of excellence similar to those of a music conservatory. YASO is a full symphonic orchestra, which performs the same symphonic repertoire as professional orchestras do and its programs are presented to the public at nominal expense.

san diego youth symphony

In its 54th Season the San Diego Youth Symphony provides the most advanced level of orchestral training available to young, pre-professional musicians in San Diego. Known for its exemplary educational program and outstanding quality of performance, the San Diego Youth Symphony supports two full orchestras, a chamber orchestra, a string quartet, a brass quintet, two preparatory wind ensembles and a preparatory string ensemble. Musicians at all levels perform in public concert at least three times each year. In addition to regular concerts, the advanced orchestra performs for community and charity events and performs in collaboration with other arts organizations in performance and in its education-training program.

sledgehammer theatre

This theater provides San Diego with a unique forum for new theatre and artistic talent indigenous to Southern California and reaches out to a younger, more ethnically, politically and socio-economically diverse audience by presenting works with contemporary relevance in content, context and form at reasonable prices.

southern community theatre sect

Organized in 1963 as a community theater, this organization is committed to exposing all San Diego communities to the rich cultural art forms of the African-American people. Its theatre program, administered by theatre professionals, includes drama training, performance, production mounting/staging and intern mentoring, for amateur and semi-professionals from various San Diego communities.

Special Promotional Programs

program descriptions

spreckels organ society

Founded in 1988 to promote the Spreckels Organ, the largest outdoor musical instrument in the world, and to fulfill the vision of the donor, John D. Spreckels, that the instrument be for the "free use, benefit and enjoyment of all the people of the world." The society endeavors to expand the fullness of San Diego's cultural life and its attraction as a tourist destination by expanding programming and providing a secure financial future for the organ and its use.

sushi, inc.

Sushi is dedicated to supporting and presenting contemporary theater performance and visual art exhibitions by artists who are creating work that is relevant and provocative. It explores artistic and social issues in experimental art forms in workshops and master-classes. Outreach and educational activities include lectures by staff and guest artists, complimentary and discount tickets and various special events.

teatro mascara magica

Teatro Mascara Magica - A Common Ground Theatre Company is a community based multi-cultural company offering work by and about people of color. It explores both the human and American condition from a diverse range of cultural viewpoints and theatrical styles.

theatre and arts foundation of san diego d.b.a. la jolla playhouse

La Jolla Playhouse produces six professional productions a year in two theaters located on the University of California San Diego campus. The Playhouse produces a full range of professional theater, as well as education and outreach programs that serve thousands of children and adults throughout San Diego. Winner of the 1993 Tony Award for Outstanding Regional Theater in the country, the Playhouse enhances the cultural life of San Diego and brings significant national attention to the City, supporting it as a cultural destination.

veterans memorial center, inc.

The Veterans Memorial Center and Museum (VMC/M) is a living memorial created to honor and perpetuate the memories of all men and women who have served in the US Armed Services, including the Merchant Marine. The VMC/M houses a unique collection of artifacts, documents and memorabilia, dating from the Civil War to the present, all of which have been donated by veterans, their families and various organizations.

Special Promotional Programs

program descriptions

westwind brass

Westwind Brass is the only professional music ensemble in residence at San Diego State University. The ensemble has captured prizes at two international competitions and has participated in regional state and national music conferences. The scope of its current programs and services include local and touring concert performances of brass chamber music.

women's caucus for art, san diego

The Women's Caucus for Art, San Diego (WCA) was founded in 1991. It is a professional organization devoted to championing the contributions of women in the arts. The Women's Caucus for Art, San Diego gives voice to the contributions of women, people of color and people with disabilities by educating the public about their artistic roles throughout history.

worldbeat center

The World Beat Cultural Center (WBC) is a non-profit, multi-disciplinary organization dedicated to preserving, producing and presenting the art and culture of the African Diaspora for the enjoyment, education and cultural enrichment of people throughout the San Diego region.

young audiences of san diego

For 33 years, Young Audiences has sought to integrate the arts into education and lives of all children and youth of San Diego, City and County. It selects professional dancers, musicians, actors and visual artists based on artistic excellence and ability to interact positively with young people. This organization works with the artists to develop performances and workshops about the arts.

Special Promotional Programs

program descriptions

major events

To provide funding for the attraction and production of major events and conventions that generate Transient Occupancy Tax and other revenues.

Special Promotional Programs

Transient Occupancy Tax Fund - 10220

revenue and expense statement

TRANSIENT OCCUPANCY TAX FUND 10220

	FY 1999 ACTUAL	FY 2000 ESTIMATED	FY 2001 PROPOSED
BEGINNING BALANCE AND RESERVE			
Prior Year Reserve for Encumbrances	\$ 2,596,098	\$ 2,519,733	\$ -
REVENUE			
Sales Tax Allocation	\$ 18,683,814	\$ 32,391,506	\$ 34,410,467
Transient Occupancy Tax	43,683,769	47,395,009	50,279,237
Repayment from Other Agencies	400,000	785,000	785,000
Other Revenue	96,108	-	-
TOTAL OPERATING REVENUE	\$ 62,863,691	\$ 80,571,515	\$ 85,474,704
TOTAL BALANCE AND REVENUE	\$ 65,459,789	\$ 83,091,248	\$ 85,474,704
EXPENSE			
Operating Expense	\$ 24,542,316	\$ 36,367,321	\$ 37,538,495
Transfer to Convention Center Complex Fund	2,419,653	10,920,250	11,411,661
Transfer to Qualcomm Stadium	7,800,000	731,500	5,250,000
Transfer to Trolley Extension Reserve Fund	4,210,140	4,210,140	4,210,140
Transfer to Balboa Park/Mission Bay Park Improvement	5,738,398	7,341,626	7,658,499
Transfer to General Fund	8,020,461	14,536,259	10,017,470
Transfer to General Fund for Police Enhancements	6,738,398	7,041,626	7,358,499
Transfer to Public Art Fund	120,408	125,826	131,488
Transfer to Major Events Revolving Fund	261,250	316,700	330,952
Transfer to Coastal Infrastructure Fund	833,000	1,500,000	1,567,500
Transfer to Data Processing Corporation	923	-	-
Expenditure of Prior Year Funds	2,255,109	-	-
TOTAL OPERATING EXPENSE	\$ 62,940,056	\$ 83,091,248	\$ 85,474,704
RESERVE			
Reserve for Encumbrances	\$ 2,519,733	\$ -	\$ -
BALANCE	\$ -	\$ -	\$ -
TOTAL EXPENSE, RESERVE AND BALANCE	\$ 65,459,789	\$ 83,091,248	\$ 85,474,704

Special Promotional Programs

Transient Occupancy Tax Fund

five-year revenue and expenditure forecast

	FY 2001 PROPOSED	FY 2002 FORECAST	FY 2003 FORECAST	FY 2004 FORECAST	FY 2005 FORECAST
Positions	8.00	8.00	8.00	8.00	8.00
Personnel Expense	\$ 582,809	\$ 600,293	\$ 618,302	\$ 636,851	\$ 655,957
Non-Personnel Expense	84,891,895	87,438,652	90,061,812	92,763,666	95,546,576
TOTAL EXPENDITURES	\$ 85,474,704	\$ 88,038,945	\$ 90,680,114	\$ 93,400,517	\$ 96,202,533
TOTAL REVENUE	\$ 85,474,704	\$ 88,038,945	\$ 90,680,114	\$ 93,400,517	\$ 96,202,533

A 3% inflation rate has been applied to the Fiscal Year 2002 – Fiscal Year 2005 expenses and revenue.

Fiscal Year 2002 – Fiscal Year 2005

No major projected requirements.